

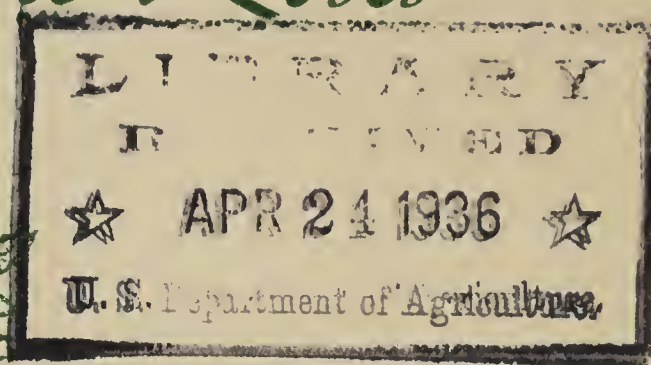
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

2,47

1936

Cloverset Dependable Roses



This is a Cloverset Planted Rose in Full Bloom

Cloverset Flower Farm

ERNEST HAYSLER & SON

105th Street & Broadway

Kansas City, Mo.

CLOVERSET FLOWER FARM

ERNEST HAYSLER AND SON

105th Street and Wornall Road (Broadway)

KANSAS CITY, MO.



TERMS OF SALE

The prices in this catalog are for plants at our Nursery. We will be glad to help you plan your Rose Garden and will prepare the bed and plant it for a small additional service charge, based on the time and labor involved.

QUANTITY DISCOUNTS

We allow a discount of 10% on orders of 12 plants, a discount of 15% on orders of 50 plants, and 20% on orders of 100 or more plants. See us for special quotations on larger quantities. No discounts are allowed on Roses sold in Collections or on Patented Roses.

CLOVERSET GUARANTEE

The plants selected by you represent the pick of our entire stock and are healthy, strong and vigorous when delivered and if properly taken care of are sure to thrive for you. Due to the fact that we have no control over the treatment they receive after they leave our Nursery we make the following guarantee:

Any rose bush, plant, shrub or tree, purchased at our regular retail price, that dies within the first growing season, will be replaced at our Nursery at one-half the original price. Where it is necessary to deliver and plant the stock, the labor involved will be charged at cost.

SHIPPING INFORMATION

During the early spring and up to April 15th and after November 1st, we can send out dormant or bare rooted Roses, on which our prices include delivery to your Post Office. After April 15th, our Roses are sold only in containers which are too heavy to go by mail and will have to be sent by express, the delivery charges to be paid by the purchaser. Roses in containers weigh about 180 pounds per dozen crated. See your Express Agent for cost of delivery. We make no charge for crating.

SPECIAL BEGINNERS COLLECTION

No. 1

OUR RADIANCE FAMILY OF EVERBLOOMING ROSES

**RED RADIANCE, MEDIUM RED; PINK RADIANCE, GLISTENING PINK;
MRS. CHAS. BELL, SALMON PINK; AND CHAS. K. DOUGLAS,
DARK VELVETY RED**



**4 Big 2 Year Old, Full Grown Roses, Growing in
Our Cloverset Containers Weighing 12 lbs. Each**

4 for \$2.00

12 for \$5.75

Come and Select Them Yourself

**An additional charge of 10c each for out
of town orders shipped crated by express**

NO QUANTITY DISCOUNT ON THE ABOVE COLLECTION

EVERBLOOMING CLIMBING ROSES

NEW DAWN

THE WONDER ROSE

Awarded the Bloomfield medal, presented by the late George C. Thomas, Jr., for the best new climbing Rose, at the annual convention of the American Rose Society in Rochester, New York, for the year 1935.

During the past forty years we have bought nearly every everblooming climbing Rose that was offered. None of them proved to be everblooming in this climate, until three years ago, when we received a shipment of NEW DAWN Roses. This Rose, NEW DAWN, we can honestly say is an everblooming climber as in our nursery and Rose gardens here it begins blooming in May and blooms continually throughout the summer until it is frozen in the fall.

IT IS REALLY AN EVERBLOOMING CLIMBING ROSE

These NEW DAWN Roses are a beautiful light pink and are sometimes called the everblooming Van Fleet. The buds are long and the Rose opens up to a very beautiful bloom. We recommend NEW DAWN as the only really everblooming hardy climber we have ever grown. We have beautiful plants this year growing in our big Cloverset Rose containers. These plants potted weigh about 12 pounds each and will bloom this coming summer. **NEW DAWN WILL NOT DISAPPOINT YOU.**

NEW DAWN is a patented Rose and the retail price is established by the origination and is not subject to our quantity discounts.

PRICES

2 year old Field Grown Plants, Dormant. \$1.50 each, \$15.00 per dozen

2 year old Field Grown Plants, planted in our containers

\$1.50 each, \$15.00 per dozen

3 year old Field Grown Plants, planted in our containers but with canes 6 to 8 feet long. \$2.00 each, \$20.00 per dozen

6 Plants at Dozen Rates

All of these plants will bloom this year

NOTE: We are licensed distributors of NEW DAWN Roses and invite inquiries from nurserymen for special wholesale prices for the trade.

CLOVERSET PLANTED ROSES ALREADY PLANTED AND STARTED FOR YOU



You can replant them in full bloom and presto! Your Rose garden is complete the same day you buy it

CLOVERSET PLANTED ROSES

Undoubtedly the greatest innovation ever offered the Rose buyer is the invention of the Cloverset Rose Container, which enables us to offer our Roses already growing and blooming.

This new and modern way of selling Roses eliminates all danger of the plants not starting after being replanted in your garden, and insures the buyer of getting exactly the Rose desired.

These planted Roses are growing in our Cloverset containers and are planted in specially prepared Rose soil, heavily fertilized to insure rapid and permanent growth and bloom. They weigh 12 to 14 pounds each or about 160 pounds per dozen.

The acquisition of about 160 pounds of suitable soil with each dozen Roses sold, entirely disposes of all question as to the adaptability of your own garden soil to growing Roses, and insures success even when planted in soil unsuitable for them. As 160 pounds of your own soil is discarded when one dozen Cloverset Planted Roses are replanted in your garden, and as one dozen Roses spaced 16 inches apart each way (which is the proper planting plan for best results) requires only a space or bed 3 feet by 6 feet, the addition of 160 pounds of prepared Rose soil to such a small space radically changes the nature of the original soil and starts you out right for successful Rose growing.

As our CLOVERSET PLANTED ROSES are delivered to you properly planted in our Cloverset containers, and in full foliage and in vigorous growing condition, we overcome the most serious loss to the Rose buyer, viz., improper planting and improper care of dormant Roses immediately after planting, which are the chief causes of failure in Rose growing. By our mod-

ern method of furnishing you our plants already started and in full foliage, and later, in full bloom, we take the responsibility of the early handling of them, and furnish them to you as a finished plant ready to give you entire satisfaction in your garden, and as you are invited to select each individual plant out of our cold frames, we enable you to select only the most vigorous and healthy plants among hundreds of the same sort.

Our Cloverset Planted Roses do not require immediate replanting. They may be kept growing in our containers until such time as is convenient for final replanting. They will grow and bloom just as well in the containers as they do in the ground.

Replanting our Cloverset Planted Roses is a very simple task indeed. After the permanent bed is located, and soil properly prepared as described in the following directions in this catalog, the hole, about 12 inches in diameter and of proper depth is dug, the container is removed from the Rose plant and the plant is then set in the bed, without injury to the root system and consequently with no disturbance to the foliage or buds.

Cloverset Planted Roses can be replanted in your Rose garden any time during the growing season, spring, summer or fall, without even showing the slightest wilt to either foliage buds or blooms.

We will have here in our Rose gardens at Cloverset Farm in April, 1936, about 30,000 Roses in 140 different varieties, all growing and blooming in our containers. You are invited to visit our gardens any time and select your plants for your own garden picking out our best and largest roses.

You, your family and your friends are invited to visit our gardens any time during the summer and see the thousands of lovely Roses in full bloom at all times.

NOTE

During March and up to April 15th and after November 1st we can supply Dormant Roses in all the sorts listed in this catalog. As it is impossible to get root action to start and make plants grow after the days get warm we do not offer dormant stock during the interval between the dates mentioned above. During the dormant season we pay postal charges on all Roses sold. After April 15th, when planted Roses only are supplied, the transportation charges must be paid by purchaser. We furnish crates free for planted Roses for shipping.

Our Cloverset System insures to you no disappointment due to plants dying after being planted in your garden. No disappointment in the color as you buy the plants in full bloom.

CULTURAL DIRECTIONS FOR GROWING CLOVERSET HYBRID TEA ROSES

(COMMONLY CALLED MONTHLY ROSES)

In planning a Rose Garden or Rose Bed, it is essential that three important conditions be taken into consideration.

First: Location of bed and preparation of soil.

Second: Absolutely first class Roses to start with.

Third: Planting and care after planting.

The first and third of these conditions must be studied out by the purchaser, and the instructions given in this catalog are written to help you get started to be successful in growing these most popular and beautiful flowers. The second condition we believe we have worked out for you by offering you our Cloverset Roses, every one of which is a big, healthy, vigorous field grown plant grown by Rose specialists whose object is to produce a Rose that will please you with its many beautiful blooms. Our Roses are all budded on Japanese Multiflora or on Ragged Robin, as these two root stocks have been most satisfactory in our changeable Kansas City climate.

LOCATION OF ROSE BED AND PREPARATION OF SOIL

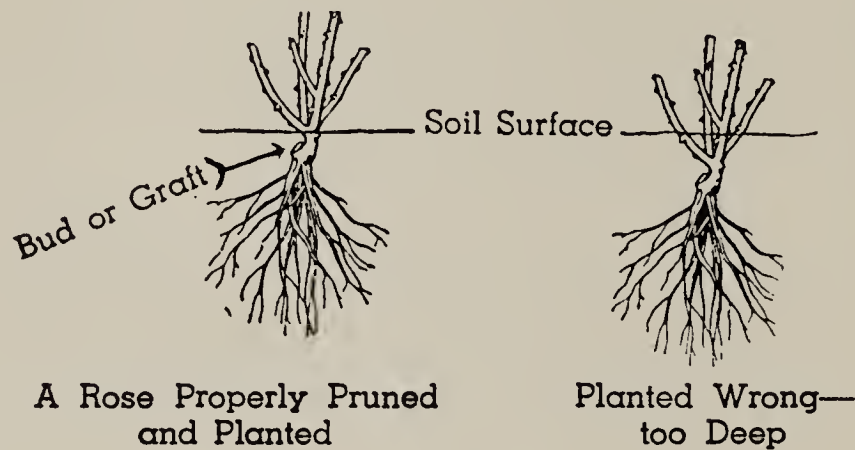
Always make your Rose bed to fit your Roses instead of spreading the Roses out to fit the bed. By this we mean that after deciding on how many Roses you wish to plant, make your bed just large enough so that the Roses will stand 16 inches apart each way. For one dozen Roses the bed should be 3½ feet wide and 6 feet long, which will allow for three rows with four plants in a row. Larger numbers of plants will take larger beds in proportion. Rose beds should never be over 4½ feet wide as wider beds are hard to cultivate and are inconvenient when cutting blooms.

The bed should always be located in a well drained place, away from the roots and shade of trees and large shrubs, and should be placed where they may be in full sun at least half the day, although full sun during the entire day is preferable.

After the bed has been located, 5 pounds of our Cloverset Rose Grower Fertilizer and 2 bushels of our well rotted, shredded Cow Manure should be spread out on each 21 square feet of bed and thoroughly dug and mixed in to a depth of 18 inches, digging over the bed twice to thoroughly mix the fertilizers with the soil.

DIRECTIONS FOR PLANTING DORMANT ROSES

After the bed has been worked fine, each bush should be located and a hole dug large enough to accommodate the roots and deep enough that the crown, or bud, be one inch below the soil surface. After all the plants have been set, the bed is carefully and thoroughly watered.



Watering is most important and the failure to do so properly is responsible for many failures with Roses. Remember the roots are twelve to eighteen inches below the soil surface, and it takes lots of water to soak the ground to that depth.

We have found that in planting dormant Roses, a protective covering over the canes for ten days to two weeks is very beneficial. The drying action of the sun and wind is thus prevented until root action starts, when the covering is removed and full exposure to light and air is given. Burlap sacks, split, or canvas are good for this purpose.

DIRECTIONS FOR REPLANTING PLANTED ROSES

Replanting the planted Roses in our Cloverset containers is very simple indeed. The containers are removed from the plants and the ball of soil set in the bed so the soil level in the containers is about one inch below the ultimate level of the soil in the bed. Always pack the soil tight around the roots of any kind of plants. This is done to force the air spaces out of the soil around the roots. After this a generous watering to thoroughly soak the soil down to the bottom roots is all that is necessary. Full instructions for watering will be found in the following pages.

ADVANCE PREPARATION

We strongly advise advance preparation of the soil in your Rose bed. Preparing the soil for the Roses in advance of planting time is one of the best

means of having not only ideal growing conditions but adds greatly to the appearance of the bed in the future.

If the bed can be prepared, as given in the directions in this book, two or three weeks in advance of planting time and thoroughly soaked, to cause the soil and fertilizer to settle and break down into one composite mass and then is dug up again just before planting, the repeated handling of the soil will cause additional aeration and will also distribute the fertilizer more uniformly throughout the entire body of soil to the great advantage of the plant to be grown in it.

Never plant anything in wet soil. Always wait till the soil is dry enough to crumble when worked in the hand. Wet soil will bake during the first hot day and is absolutely unsuitable for planting. Always wait till the soil is dry. Should your soil not be right for planting when you get your Roses, set them aside for a few days. Dormant Roses may be heeled in temporarily for a few days without injury.

IMPORTANCE OF HUMUS

No matter which of the various methods we select for increasing or maintaining the fertility of our soil, we find that humus plays a very important part. It performs many functions in the soil which are absolutely essential to healthy plant growth. It influences the action of the soil towards heat, light, penetration of roots in the soil and the ability of the soil to absorb and hold water. In fact, it directly controls, to a large extent, the four essentials to plant growth, water, nitrogen, phosphoric acid and potash, and any soil in which these elements are in perfect balance, is perfect soil for plant growth.

An analysis of soil, taken from the worn out farms of the eastern states, as compared to the fertile soil around Kansas City shows very little difference except in the amount of humus contained, which proves that with the addition of humus, the eastern soil aforementioned, would produce crops comparable to those of our own locality.

Nothing you can add to the soil will supply so much humus and organic matter and nothing else will hold so much moisture and hold it as long as plenty of good, rotted cow manure. It adds not only a great deal of natural plant food, but in addition it has a beneficial action in the soil which dissolves and makes available and useful, a lot of natural fertility that is out of condition to be absorbed by the plant. Absence of humus makes any soil dead and hard to work.

Cow manure is God's greatest gift to plants. It is most effective when fresh, but on account of the objectionable work of handling it fresh, we handle it in its well rotted condition. Cow manure provides, in addition to the chemical elements needed for plant growth, viz. nitrogen, phosphorus and potash, the most important of all the essential elements, which is **humus** and **humus** alone is the only important element absent in all commercial fertilizers.

PRICES

Well rotted, shredded Cow Manure is packed in 2 bushel bags. Price, per bag—50 cents. In bulk, \$7.00 per ton of 2000 pounds.

SUMMER CARE OF YOUR ROSE BED

In order to be successful with your Roses, a few important instructions will have to be followed and unless they are followed, your Rose bed will probably be a failure and your money will be wasted.

We invite you to visit us with your Rose troubles and it will always be a pleasure to us to help you.

The instructions as given for summer care are very simple and do not entail a great deal of labor, but they do mean so much to the success of your Roses that they should not be neglected.

SPRAYING

Roses are subject to three general types of pests and diseases. First the fungus diseases; second, the sucking insects; and third, the leaf eating insects.

The most serious and most important are the fungus diseases, Black Spot and Mildew. In Black Spot, the leaf first turns yellow, followed by a black spot in the center and then dropping of the infected leaf. This spreads very rapidly and, if left unchecked, will soon defoliate the entire bush and bed. Black Spot is hard to cure but, if caught in time, may be controlled by the regular application of Clotracyde. Clotracyde is a preparation of copper which, mixed with water and sprayed on the plant, forms a protective covering over the leaf surface and helps to prevent the growth of Black Spot. Black Spot will not kill the Rose plant, but by defoliating the plant all chances of further blooming is stopped until another new set of foliage can develop. Black Spot is a disease for which no positive cure has ever been found. 1935 was the worst year we have ever known for Black Spot.

We think it was the cold, rainy spring, which caused it to become so firmly established that it was nearly impossible during the summer to control. This condition existed all over the entire United States.

Mildew, as the name describes, is caused by cold nights and occasionally affects Hybrid Tea Roses. The consistent use of Clotracyde will help to prevent it.

The sucking insects, or green lice, appear in the early spring in great numbers and must be controlled by a contact spray. To one gallon of Clotracyde solution, add 1 tablespoonful Black Leaf 40 or 4 tablespoonsful Clotragard and spray thoroughly. Green lice appear in early spring for only a short time and after they disappear, the Black Leaf 40 or Clotragard may be discontinued. The spraying of the plants with Clotracyde must, however, be continued every week during the entire season as long as the leaves remain green. (Full description and prices on Clotragard and Clotracyde will be found in this catalog.)

The leaf eating insects, slugs and skeletonizers, can be very easily controlled by the addition of the Clotragard as mentioned above or by adding one heaping tablespoonful of Arsenate of Lead to the gallon of Clotracyde solution. If leaf eating insects appear at the same time as green lice, both the Arsenate of Lead and Black Leaf 40 may be used in the same solution, or 4 tablespoons Clotragard may be used instead. We recommend Clotragard for both sucking and leaf eating insects, Clotragard being a Rotenone spray, is both a contact poison and a stomach poison, and therefore takes the place of both Arsenate of Lead and Black Leaf 40.

Clotracyde and Clotragard when used together make a combination spray that is the most effective control for all Rose diseases we have ever used here in our gardens.

WATERING, CULTIVATING AND FEEDING ROSES

Roses are living, breathing, drinking, eating things and to insure great quantities of blooms and to withstand the attacks of the insects and diseases mentioned, they should be kept well fed, and watered. Watering is the most important of all and the most neglected.

Roses as well as other "ground" plants require oxygen at the roots as well as at the tops. An ideal condition of the soil would be one dry enough so the roots could get plenty of air and wet enough so that the roots could get plenty of water for best development.

Soil always too wet is just as fatal to good, vigorous growth as soil too dry. Therefore, proper watering is a very difficult condition to control and is the main reason for many failures in growing Roses and other plants.

To water properly, run a stream of water about the size of a lead pencil into the bed all day or all night from a hose without nozzle. The slow flow of water will be thoroughly absorbed and the roots well soaked. For large beds move the hose from place to place until all plants have been thoroughly watered. Do this once or twice a week during the growing and blooming season. The time to water must be left entirely to the judgment of the gardener. Since the plants cannot stand soil that is always soggy and cannot do well in soil that is too dry, digging in the bed to find out the real condition as to moisture seems to be the only way to determine when to water. During the excessive rains of last spring our Roses were too wet and were a great disappointment to us, although there was nothing we could do about it. When the rains ceased and sunshine again appeared they recovered and the finest Roses we ever grew were those of last June. Never water the leaves of your Roses, as wet leaves are sure to bring disease to them.

As soon after watering as the soil becomes dry enough to cultivate, a thorough cultivation should be given to provide a dust mulch and prevent too rapid drying out. Never cultivate over one inch deep as the feeder roots are near the top of the soil, and deep cultivation will surely destroy them and greatly injure the plant. Or a mulch may be provided in which cultivation will not be necessary. Peat Moss or Cow Manure make good mulches. We prefer Cow Manure which, in addition to being a good mulch, also carries great fertilizer values.

Once each month your Roses should be fed $2\frac{1}{2}$ pounds of Cloverset Rose Grower Fertilizer or our Cloverset Blood and Bone for each dozen plants, scattering it on the ground under the plants and cultivating it into the soil, or it may be dissolved in water and used as a liquid manure. (All materials necessary can be purchased from us). These instructions, if followed carefully, will result in good Roses from May 20th until heavy frost.

NOTE

Besides Roses growing and blooming in our Cloverset Containers, we offer small shrubs, perennials, vines and fruit trees all growing, and in proper season in full bloom, in these containers enabling you to buy them any time during the summer.



The black bar shows how to cut a Rose. Let two leaves remain on the bush.

CUTTING YOUR BLOOMS

Hybrid tea roses should always be cut with long stems, in order to induce new breaks near the base of the plant, from which point the best blooms can be obtained. The cut should be made above the second leaf as shown in the illustrations.



The result of cutting a Rose properly — two new flowers.

This method of cutting keeps the plant low and stocky and insures heavy strong growth and large buds.

TO GROW EXHIBITION ROSES

Hybrid Tea or Monthly Roses usually produce two or more lateral buds on the stem below the main or terminal bud. For those who desire only one bud on the stem, it will be necessary to pinch off the lateral buds when they first show. This will cause much larger terminal buds. This procedure is universally used in growing greenhouse Roses.

SAVE WORK BY MULCHING

Experiments in our Test Gardens the last few seasons have convinced us of the advisability of a mulch for Roses. A board frame 4 inches high is placed around the bed and inside filled with Peat Moss or finely shredded cow manure. This makes it unnecessary to water so often and does away entirely with cultivating. This last item itself will repay the cost of the material in the labor saved. This Peat Moss or cow manure mulch prevents the ground from drying out and keeps the roots cool and moist, resulting in heavy growth and bloom the entire summer as well as in the cool spring and fall months.

We can supply imported Peat Moss, standard size, large bales, at \$3.50 per bale or in 2 bushel bags at \$0.75 per bag.

We can supply finely shredded, well rotted cow manure in 2-bushel bags at \$0.50 per bag, or in bulk \$7.00 per ton delivered.

COO MIST OR COW MANURE AS A MULCH

We specially recommend Cow Manure as a substitute for Peat Moss for mulching Roses and other garden plants. Cow manure never burns either roots or foliage and as it does not run together but remains loose and fluffy,

it permits the air to circulate freely through it, reducing the tendency of the soil to become sour and unfit for good plant growth. Cow manure as a mulch, shading the soil as it does and keeping it cool, prevents rapid evaporation and thereby greatly reduces the amount of water necessary to supply the wants of plants. As cow manure carries a considerable amount of plant food, which as it breaks down is gradually fed to the plants, we think that with the addition of our Cloverset Rose Grower fertilizer or with our Cloverset Blood and Bone, it provides the ideal combined mulch and fertilizer and at a very reasonable price.

PRICES

Well rotted, shredded Cow Manure is packed in 2 bushel bags. Price, per bag—50 cents. In bulk, \$7.00 per ton.

WINTER PROTECTION OF YOUR ROSES

Hybrid Teas, or everblooming monthly Roses, bloom on current year's wood and after heavy, freezing weather in the Fall should be cut back to eight inches high and an insulating cover of prairie hay packed over and around the bushes. While it is not absolutely necessary, some material to shed the water and the snow is beneficial and will insure the Roses coming through the winter without loss.

This material should be left on the Roses until danger of heavy frost is over in the spring, generally about the first of April, when it should be removed and the Roses gone over carefully and all the dead wood and weak branches cut away, after which a substantial feeding of Cloverset Rose Grower Fertilizer or Cloverset Blood and Bone Fertilizer (2½ pounds per dozen plants) should be worked well into the soil.

SUMMARY

These instructions, we believe, if followed carefully, will enable you to produce just as fine Roses in your yard as we produce here in our Rose Gardens at Cloverset Farm. Keep this book as your "Hand Book of Roses" and refer to it often. It will help you with your Roses.

CLOVERSET FLOWER FARM

ERNEST HAYSLER AND SON

105th St. & Broadway (Wornall Road)

Phone Springdale 3251

KANSAS CITY, MO.

ROSE GARDEN SUPPLIES

CLOTRACIDE

After thorough tests in our Rose Gardens at Cloverset of many preparations for controlling Black Spot and Mildew, we offer Clotracide as being the most efficient preparation we have ever found. The absence of Black Spot and Mildew on the foliage of our Roses attests the efficiency of Clotracide, which is sprayed on the underside of the foliage once each week during the entire growing season, and which has given wonderful results in our gardens. Clotracide contains 12½% metallic copper.

Clotracide is also effective in the control of Mildew on Zinnias and Lilacs, also Rust on Snapdragon and Phlox. Mix as directed for Roses.

In powder form, Clotracide is mixed 4 level tablespoonsful to one gallon water. As Clotracide carries its own spreader no soap is necessary.

PRICES

- Small size, makes 3 gallons Spray.....Each 35 cents
- Medium size, makes 6 gallons SprayEach 60 cents
- Large size, makes 12 gallons Spray.....Each \$1.00

Never spray in the heat of the day. Always spray in the morning. Any spray strong enough to control insects or fungi will burn foliage if used in the hottest part of the day.

CLOTRAGARD

Clotragard is a Rotenone product and is a perfect substitute for Arsenate of Lead and Nicotine. It controls both the sucking insects and leaf eating insects, and when used with Clotracide produces a combination spray that controls all diseases of Roses.

PRICES

- 6 oz. Bottle, makes 3½ gallons Spray.....Each 40 cents
- 1 Pt. Can, makes 7½ gallons Spray.....Each 60 cents
- 1 Qt. Can, makes 15 gallons Spray.....Each \$1.00

4 level tablespoons Clotragard to 1 gallon water.

To simplify your spraying schedule mix 4 level tablespoons Clotracide and 4 tablespoons Clotragard in one gallon water and you have a combination spray that will take care of all your requirements. It may be mixed in a gallon jug and used as needed.

OTHER SPRAYS COMMONLY USED

Black Leaf 40—2 oz. bottle.....\$.35	Sulphur, Horticultural—1 lb. package..\$.25
Black Leaf 40—6 oz. bottle..... 1.00	Sulphur, Horticultural—25 lb. bag..... 1.50
Black Leaf 40—Pint 2.25	Bordeaux Mixture—1 lb. package..... .25
Arsenate of Lead—1 lb. package..... .25	Lime Sulphur, Dry—1 lb. package..... .25
Hydrated Lime—50 lb. bag.....\$1.00	

FERTILIZERS

CLOVERSET ROSE GROWER

A Balanced Fertilizer Specially Prepared for Roses

Cloverset Rose Grower, a new product with us, but having a much higher nitrogen content than Blood and Bone. As nitrogen is the element needed in plant growth to produce rank growth, and as Blood and Bone contained very little nitrogen we believe you will find our new fertilizer of great benefit to your Roses. Any fertilizer with high value in nitrogen will burn foliage and blooms, therefore, we caution our friends to be careful not to get it on the leaves or buds. For best results we suggest that Cloverset Rose Grower be dissolved in water and used as a liquid manure. After all, all fertilizers are intended for use in the soil and not on the foliage, so perhaps this suggestion to most Rose growers is not necessary. Cloverset Rose Grower is a chemical fertilizer.

PRICES

5 lb. Paper Bags. Each.....	\$.35	50 lb. Cloth Bags. Each.....	\$2.50
10 lb. Paper Bags. Each.....	.60	100 lb. Cloth Bags. Each.....	4.00

Full directions for use on package

CLOVERSET BLOOD AND BONE

Our old reliable, Blood and Bone, which has been used with great success during the past 12 years.

PRICES

5 lb. Paper Bags. Each.....	\$.35	50 lb. Cloth Bags. Each.....	\$2.50
10 lb. Paper Bags. Each.....	.60	100 lb. Cloth Bags. Each.....	4.00

COO MIST OR COW MANURE

The Greatest of All the Fertilizers, and the Best of All Mulches

One evening, while sitting by his fire, reading his paper, an old German gardener said to his wife, "Katie, I read so much lately about optimist and pessimist." Katie pointed her finger at him and said in her very emphatic way, "Henry, we are going to stick to Coo Mist." COO, in German, means cow, and MIST means manure, hence, the name of this fertilizer.

Cow manure is God's greatest gift to plants. It is most effective when fresh, but on account of the objectionable work of handling it fresh, we will furnish it in well rotted condition. Cow manure provides, in addition to the chemical elements needed for plant growth, viz. nitrogen, phosphorus and potash, the most important of all the essential elements, which is **humus** and **humus** alone is the only important element absent in all commercial fertilizers.

1 Bushel Bag. Each.....	\$.35	2 Bushel Bag. Each.....	\$.50
Truck Load—1 Ton 2000 lbs., Delivered.....			\$7.00

Our Coo Mist or Cow Manure is well rotted and is finally shredded and in addition to its great fertilizer value, it makes the finest of all mulches and at a most reasonable price.

IMPORTED PEAT MOSS

Imported from Germany, Peat Moss has been widely advertised and used as a mulch for Roses and other plants all over this country, and we endorse this material as a mulch if it is coarse enough to allow the air to circulate through it. Any mulch which packs down solid and does not allow free circulation of air through it is a failure. Therefore, in using Peat Moss as a mulch we advise a very coarse quality. Frequent dressings of Hydrated Lime to curb the tendency to acidity will be of great benefit.

Peat Moss mulch should always be removed in the winter and replaced in the late spring. As the only object of a mulch is to prevent evaporation of the moisture from the soil and evaporation is very slow when the soil is cool. Its real benefit is apparent only during hot weather.

We carry in stock both the coarse and fine grain. We recommend the coarse grain for Roses.

PRICES

Standard Bale, 125 lbs. Each \$3.50 2 Bushel Bag. Each \$.75

SPRAYERS

We carry a full line of sprayers, both large and small. Samples shown in our display room.

OUR ROSE SHOWS

From May 20th until freezing weather in the fall, we have in our Cloverset Rose Gardens, one continuous Rose Show, where thousands of the finest Roses ever grown are always in bloom and awaiting your inspection. As our gardens are lighted at night, and plenty of seats are provided for your comfort, we invite you at all times, during the season, to bring your friends and enjoy the wonderful sight we offer. In addition to the big gardens, you will find small sample gardens, offering suggestions as to what can be done with Roses in small back door yards.

We plant Rose Gardens all in bloom anytime, even in the hottest weather. Out of town Rose lovers, as well as Garden Clubs, are especially invited to spend the day with us, Sundays or week days.

Special Rose Shows are held May 20th to June 20th, and September 20th to November 1st, each year.

You are especially invited.

HARDY PERENNIAL PLANTS

We grow nearly 100 varieties of Rock Garden and other Hardy Perennial or Old Fashion Garden Plants. A visit to our Rock Garden and our Perennial Garden will be very interesting to you. You are invited to come any time.

BEGINNERS DOZEN

ROSE COLLECTION No. 2

12 Best Everblooming Roses for \$7.00

Six Hundred Beautiful Rose Buds (approximately) during the season at a cost of about 1½ cents per bud or 18 cents per dozen.

This **Beginner's Dozen Roses** contains twelve of the very best bloomers and most vigorous Roses we have. It covers the full line of colors of the everblooming class, and will furnish beautiful buds and blooms from early May until frost. Every Rose is extra large and strong and is furnished to you all started in our big Cloverset pots and ready to go. They may be planted in your Rose bed in full bloom without any disturbance to the roots whatever. They are not little dried up plants but big, healthy bushes already growing and started so there will be no danger of loss.

This Beginner's Rose garden weighs in containers about 160 pounds. **We furnish the soil as well as the Roses.** Here is the biggest value we, or anyone else, have ever offered. On out of town orders received before April 15th the Roses will be sent **Dormant**, postpaid. After that time they will be sent crated by express and charges will be paid by purchaser. (Order today.)

THE BEGINNER'S ROSE GARDEN

Consists of one each of the following Roses:

AUTUMN. Multicolored, red, orange, pink and bronze. A wonderful combination of all the colors of the sunset.

KAISERIN AUGUSTA VICTORIA. Creamy white, very fragrant.

CHAS. P. KILHAM. Coral and orange, a new Rose.

SUNBURST. Yellow to orange pink, the old favorite.

E. G. HILL. Intense blood red, very double and very early bloomer.

MARGARET McGREDY. Orange vermillion.

ETOILE de HOLLANDE. Dark carmine, velvety and considered the best of all the red Roses.

AMI QUINARD. Our darkest red Rose, buds in cool weather almost black.

TALISMAN. The greatest bloomer of them all. Red and gold buds opening to scarlet orange and rich yellow. We consider Talisman the most prolific bloomer of them all.

PRESIDENT HERBERT HOOVER. Beautiful large buds of orange scarlet and yellow. Long stems and wonderful blooms.

PINK RADIANCE. Known everywhere as one of the very best clear pink Roses.

RED RADIANCE. A companion to Pink Radiance in every way except color.

The Beginner's Dozen Rose Garden. Twelve extra large everblooming Rose bushes in our big Cloverset Rose pots, each one weighing about 14 pounds. All twelve Roses for \$7.00.

BEGINNERS ROSE COLLECTION No.3

25 Best Everblooming Roses for \$14.00

Add to the Beginner's Dozen as listed the following thirteen everblooming Roses named below, making twenty-five in all, and have a glorious rainbow of color in your garden from May until frost. The Beginner's twenty-five will give all the finer and more popular colors and make your Rose garden right up to date in every way.

LEONARD BARRON. "The Esquimo Rose." The hardiest as well as the largest blooms of all the Roses. Buds are large and long, blooms extra large, sometimes six inches across and very fragrant, clear pink.

SIR DAVID DAVIS. Glowing crimson, very dark.

BETTY UPRICHARD. Two tone, pink and salmon; a new Rose and a good one.

CUBA. A new Rose; long pointed buds of orange scarlet.

EDITH NELLIE PERKINS. A two tone Rose of very great beauty; rose pink on outside of petals, salmon to gold on inside.

HADLEY. Dark red. Very double and a wonderful hot weather bloomer.

JOANNA HILL. The well known "Bride's Bouquet Rose." Clear, long pointed yellow buds, very popular.

MISS ROWENA THOM. One of the newest and largest clear pink Roses.

SOUV. de CLAUDIUS PERNET. Sulphur yellow. Said to be the least sun fading of all the yellow Roses.

MRS. CHARLES BELL. Salmon pink; a sister of the famous Pink Radiance. Very hardy and vigorous.

SOUV. de GEORGES PERNET. Oriental or brick red; one of our best hot weather bloomers.

VILLE de PARIS. Deep egg yolk yellow with fine buds.

MME. EDOUARD HERRIOT. (The Daily Mail Rose.) Flame pink; lovely buds and heavy bloomer.

The Beginner's Twenty-five Rose Garden as described above for Fourteen Dollars (\$14.00).

See our catalogue for more detailed description of these Roses.

HOW MANY ROSES DO I NEED?

Roses should be planted 16 inches apart each way. A bed for 12 Roses will be three rows, four in a row. This requires a bed 36 inches wide and 72 inches long. Twenty-five Roses will require a bed 36 inches wide and 144 inches or 12 feet long. Make your bed to fit the Roses.

CLOVERSET HYBRID TEA ROSES

RECENT INTRODUCTIONS AND RARE VARIETIES

The following small but choice list includes new varieties and some older sorts whose worth has been just recently recognized.

Most of these new sorts are in the new copper and orange shades, while some are reds and pinks. All have been tried here and, given the proper attention, will grow and bloom equally as well as the more common varieties.

AMI QUINARD. Black-lustered red. Blackish buds open to semi-double flowers of velvety crimson-maroon with a soft black luster; instead of fading, the petals get darker as the bloom ages. It has splendid old-time Rose fragrance. Strong, upright plant. We consider it one of our finest Roses. It is our dependable Black Rose. First-class Certificate, Bagatelle, 1930; Certificate of Merit, Barcelona, 1930.Price \$1.00.

CATALONIA. Vermilion. This child of two of the loveliest Roses ever grown (Shot Silk and Mari Dot) has brought a new color to Roses. Catalonia's coloring is so vivid, so different, that we are at a loss for words to describe it properly. The buds are deep, rich carmine stained with orange, and open to a 50-petaled flower of velvety orange-scarlet, vermillion, to cochineal-red, most vivid. Flowers have a rich, fruity fragrance. The plants are of only medium height but bushy. Gold Medal, Barcelona, 1931; First Class Certificate (highest award), National Rose Society Trial Grounds, 1931. Price \$1.50.

CONDESA DE SASTAGO. Copper and yellow. This Spanish novelty is the first double (50 petals) Rose to carry the vivid colors of the brilliant species Rose, Austrian Copper. The bud is like a ball of gold with brilliant red stripes. When fully open the alternating colors are evenly divided. Here is a highly colored Rose with an alluring spicy scent. The plant is unusually strong and upright in growth, with foliage well up on the flower-stem. First Certificate, Bagatelle, 1932.Price \$1.50.

DIRECTOR RUBIO. One of the most striking Roses we have ever known, and the largest Rose blooms we have ever seen. One flower we saw measured 7½ inches in diameter; you can imagine the size of the buds. The color is cochineal-pink, but that does not describe the brilliance and beauty of the flower at all stages from the mammoth, long-pointed bud to the loose, ruffled, open flower, and it doesn't fade. The plant is hardly of average height but is extra sturdy, and the flowers are held rigidly erect on stout stems. Mild fragrance. Gold Medal, Saverne, 1928.Price \$1.50.

EDITOR McFARLAND. This is the finest deep pink garden Rose in the world today. The perfectly formed flowers are produced through all the growing season and are of a clear, brilliant unfading pink, on nice long cutting stems, are fragrant, and as cut-flowers retain their form and last longer than any Rose we know. The plants are vigorous and have healthy, normal green foliage. We believe that Editor McFarland will soon be the standard by which new pink Roses will be judged. First Class Certificate of Merit, Lyon-
naise, Horticultural Society, 1929; Gold Medal, Contest for the Most Beautiful Rose of France, Lyon, 1932; Certificate of Merit, Portland, 1932.

.....Price \$1.00.

HINRICH GAEDE. A most unusual color. Long, pointed, shapely buds of Nasturtium red. Large, double, high-centered blooms of a rich luminous vermilion shaded golden yellow—a color combination such as found in high-colored modern Zinnias. Has a rich fruity fragrance and is a free and continuous bloomer. Unlike any other Rose in commerce.Price \$1.50.

LADY FORTEVIOT. Large, double, high-centered flowers with an intense fragrance. Golden yellow changing to deep apricot flushed with cardinal red. A free and continuous bloomer.Price \$1.00.

LEONARD BARRON. Produced from the extremely hardy Esquimo Rose, Nutkana. The mammoth blooms are often six inches in diameter. It is salmon pink with a glow of amber and is very free flowering. Its immense size of bloom makes it resemble a peony which similarity was remarked upon by many of our visitors during the past season. Very fragrant.

.....Price \$1.00.

MRS. PIERRE S. DU PONT. Golden yellow. Winner of more Gold Medals for outdoor blooms than any other Rose ever grown. The bud is long-pointed, rich reddish gold, almost orange in the depths of the petals, and holds its color well to the end. Foliage is very ornamental, healthy, and extremely disease-resistant. This is the most continuous-blooming yellow Hybrid Tea. The plants are low-growing and it does not seem possible that they could produce so many blooms, but keep the flowers cut and the plants will work every minute for you. We recommend Mrs. Pierre S. du Pont as the best all-round yellow garden Rose. Gold Medals: Societe Nationale d'Horticulture de France, 1927; Saverne, 1927; Lyon, 1928; Rhone, 1928; Bagatelle, 1929; Harding \$100 Prize, 1928; Certificate, Pedralbes, 1929. ...Price \$1.00.

MRS. SAM McGREDY. Scarlet-orange. A beautiful new Rose, good enough for the McGredys to name for a member of their family. Coppery scarlet-orange flowers, flushed dull red and of fine form, make this a Rose to rave about. It is double and richly fragrant. Bushy plants with beautiful reddish bronze foliage.Price \$1.00.

OLYMPIAD. Crimson. The bud of this Rose is coppery red, tinged with fire-red. It is one of the most beautiful Roses of recent years. The blooms are large, fully double, pure crimson, with a golden base to the petals which lights up the entire flower.Price \$1.00.

PRESIDENT PLUMECOCQ. Coppery yellow, ovoid buds open to large, cupped blooms of coppery buff with an overflow of deep salmon. An upright grower, producing quantities of long-lasting, fragrant flowers with 30 petals or more throughout the entire season. The flowers are carried on strong stems and the color meets the requirements of those who like Roses of soft tones. The coppery buff of this lovely variety will never clash with any other color. The plant is strong, with better foliage than most of the Roses that have so much Pernet blood. Introduced only three years ago, it has already attained great popularity.Price \$1.50.

ROSLYN. Beautiful, tapering buds and large, double flowers of golden yellow with orange shading on reverse of petals. Vigorous, compact habit, floriferous. One of the finest yellow Roses.Price \$1.00.

SCHWABENLAND. Extremely large, sometimes blooms are 6 inches across, globular buds which open slowly into blooms of stately size and magnificent petalage; amaranth-pink; fragrant. Sturdy and free-flowering.Price \$1.00.

SIR DAVID DAVIS. Pointed buds and high centered flowers of glowing crimson, fragrant and long lasting. A splendid, new Rose.Price \$1.00.

SOEUR THERESE (Sister Therese). Yellow. Long-pointed buds are chrome-yellow, heavily marked with carmine; the open flower is rich daffodil-yellow and holds its color well. Sweetbrier fragrance. The blooms come freely on splendid cutting stems. You can always recognize this Rose from its habit of forming sturdy, 3-foot, upright canes which are topped by a cluster of 5 or more copper yellow blooms. Surely one of the best of the newer Roses. 20 to 25 petals. Silver-Gilt Medal, Valenciennes, 1930; Certificate, Contest for Most Beautiful Rose of France, Lyon, 1932; Silver Medal, Portland, 1932.Price \$1.50.

SUN GLOW. One of our own introductions and one of the most beautiful of all our Roses; very free from disease. Foliage very healthy and heavy blooms come on long stems and are most wonderful two tone, rose to blush pink on outside of petals, deep salmon shading to copper on inside. Wonderfully fragrant.Price \$1.50.

VICTORIA HARRINGTON. The beautiful dark red Rose hundreds of which were in bloom in the great municipal Rose gardens in Portland, Oregon, last summer, and which were considered by Mr. Fred Edmonds, the superintendent of the International Test Gardens in that city, to be one of the finest of red Roses ever produced. Its habit of growth is similar to Radiance, very tall with heavy stems producing very large and heavy maroon red blooms. Very vigorous growing and greatly immune to disease. It is said to be the last Rose originated by Capt. Geo. C. Thomas, Jr., and we believe it is considered the best Rose he ever produced.Price \$1.50.

CLOVERSET HYBRID TEA ROSES

BLOOM FROM MAY TO NOVEMBER

In this group we have listed all the popular varieties in alphabetical order. These are the so called everblooming Roses and include Hybrid Teas and Pernetiana sorts. Many are varieties of recent introduction while others are older, but due to their merit, will always be popular.

The difference in price is determined by the newness and scarcity of the variety. The older varieties, while the same age and quality plants, are more common, hence the lower price.

ANGELE PERNET. Named by the famous French producer of fine Roses, Mr. Pernet, for his daughter, it is one of the most unusually colored of all our Roses. An even blend of orange, yellow and copper, the long, pointed buds are particularly attractive. Foliage a rich green, with varnished appearance common to Pernet Roses.....Price 75 cents.

AUTUMN. Is there a more gorgeous spectacle than a sunset on a clear autumn evening? Those wonderful blends of gold and deep fire in panoramic evolutions. This is the color combination of Autumn. The feature of Autumn is the bud, which has the graceful urn shape and it should be cut in that stage. Burnt sienna and bronze, this Rose is gloriously named for its color brings to mind the autumn cloak of the maple and oak. Add to this the fact that it is a strong, healthy grower and we have, to our mind, one of the finest of the new Roses.....Price 75 cents.

BETTY. Pink buds of large size, shading to copper at base of petals. An extra strong, growing bush and a fine variety for cutting.....Price 75 cents.

BETTY SUTOR. A rich, deep clear shade of rose pink of particular beauty in the half open bud. A splendid variety for cutting as well as garden effect. A strong grower, with good foliage.....Price 75 cents.

BETTY UPRICHARD. Semi-double, ruffled flower, salmon pink lightened inside with salmon, outside deepening copper. Beautiful in the bud and an extra good grower and producer of flowers.....Price 60 cents.

BRIARCLIFFE. Large, pointed buds of brilliant pink opening to large, full flowers of the same color. A very fragrant Rose and a good grower.
.....Price 60 cents.

CALEDONIA. A fine new Rose and one of the strongest growing white Roses ever produced. Long, pointed buds of pure white opening to a beautiful flower of snowy white. Very fragrant.....Price 75 cents.

CHAS. K. DOUGLAS. A bedding Rose of exceptional scarlet color. Long pointed buds, beautiful for cutting, opening to large, semi-double flowers of deep red. Always in bloom and very strong and hardy...Price 60 cents.

CHAS. P. KILHAM. One of the newest varieties of popular shadings. Handsome buds of Tyrian red shading through rich orange to gold at base of petals. A strong grower with good foliage.....Price 75 cents.

COLUMBIA. This beautiful, clear pink Rose has been popular for many years and will continue to be so. It is very double and a good, strong grower.....Price 60 cents.

CRIMSON QUEEN. A fine Rose with long buds of clear crimson scarlet. Blooms very freely on a good strong bush and is especially fine through the hot summer months.....Price 75 cents.

CUBA. Long, pointed buds of orange, scarlet, opening to immense, cup shape blooms of brilliant orange, vermillion. A new Rose of fine growing habits, and sure to be popular.....Price 75 cents.

DAME EDITH HELEN. The largest and most double of the clear pink Roses. A Rose that, because of its size, attracts lots of attention in the garden.
.....Price 60 cents.

EDEL. A very popular, extremely large, double white rose with the slightest tinge of ivory at base of petals. Strong grower and stands the sun well.
.....Price 75 cents.

EDITH NELLIE PERKINS. A very fine grower of the unusual two tone effect. Rose to blush pink on outside of petals. Salmon shading to gold on the inside. Large buds on long stems and a bush equal to Radiance for vigor and size.....Price 75 cents.

E. G. HILL. Named after the originator, it is our most popular new red Rose. Deep, velvet red from the tight formed bud to the immense fully double flower and borne freely through the entire growing season. A good garden Rose that we recommend highly.....Price 75 cents.

EDW. MAWLEY. Medium size buds of dark red, opening to a good double flower of solid red color. An old, standard Rose that has been popular for many years.....Price 60 cents.

ETOILE de HOLLANDE. A vivid, glowing scarlet, bud opening to a rose of dazzling red and of immense size. This is a strong grower of unusual merit and one of our most popular varieties.....Price 75 cents.

FRANCIS SCOTT KEY. Very double and light crimson. This Rose is grown under glass and sold as American Beauty. Its bloom resembles a cabbage, it is so full.....Price 60 cents.

FRAU KARL DRUSKI. This old favorite is popular for its immense pure white flowers, borne on a strong, hardy bush. A profusion of flowers in June followed by occasional flowers through the summer and fall. Also known as the White American Beauty.....Price 60 cents.

FEU JOSEPH LOOYMANS. Long, pointed buds of orange buff, to large, full flowers of gold and apricot. This is a strong grower and should be in every garden for the color is unusual.....Price 75 cents.

GOLDEN DAWN. A clear, golden yellow with splashes of carmine. A large, double Rose and very fragrant.....Price 75 cents.

GOLDEN GLEAM. Another new, clear deep yellow with long, pointed bud and good, double open flower. A strong grower.....Price 75 cents.

GRUSS AN TEPLITZ. Medium sized, double blooms of brilliant crimson with velvety shadings and intense fragrance. This Rose, on account of its vigorous growth is not suitable for Rose beds, and should be used only as a specimen plant out by itself, in the shrubbery border, or for hedges. Where a spot of dazzling red is wanted all summer we recommend this Rose.
.....Price 60 cents.

HADLEY. A fine Rose of rich crimson red and a good, strong grower. Fine for cutting.....Price 60 cents.

- HOLLYWOOD.** Dark, rose red, a strong healthy bush and very fragrant.
.....Price 75 cents.
- HOOSIER BEAUTY.** Another crimson red variety that blooms well and is fine for cutting.....Price 60 cents.
- HORTULANIS BUDDE.** From Holland. A long, pointed bud of the most brilliant red, opening to an immense, semi-double flower of dazzling scarlet. A fine grower and in bloom all the time.....Price 75 cents.
- IMPERIAL POTENTATE.** Dark rose pink and a good, strong grower. A solid color that opens well without fading.....Price 60 cents.
- INDEPENDENCE DAY.** A branching bedding plant of excellent habit, bearing unusual quantities of brilliant orange buds which open to tawny yellow flowers, sometimes tinged with pink.Price 75 cents.
- IRISH ELEGANCE.** Similar to Irish Fireflame, except color which is bronze pink.....Price 60 cents.
- IRISH FIREFLAME.** A single Rose with a slender, long bud of orange crimson. A showy variety in the garden.....Price 60 cents.
- J. J. L. MOCK.** A popular, two tone Rose. Deep pink on outside of petals and silver pink on inside. Flower large and double.....Price 60 cents.
- JOANNA HILL.** A light yellow and cream Rose of beautiful shape. Long, pointed buds on a strong, upright bush. One of our most popular Roses.
.....Price 75 cents.
- JOHN RUSSELL.** A large, well formed bloom of crimson red, shading darker at base of petals.....Price 60 cents.
- J. OTTO THILOW.** A clear, luminous pink. Long bud, opening slowly into a most perfect flower of immense size. A strong grower and one which has attracted more than its share of attention in our gardens..Price 75 cents.
- JULES GAUJARD.** A bright orange red flower, shading to deeper scarlet. A new Rose of great beauty and a good grower and bloomer.
.....Price 75 cents.
- JULIEN POTIN.** A new, deep, clear yellow, similar to the older Claudius Pernet and known as the Golden Pernet. Considered an improvement over the older variety. It is one of the best of the clear yellows...Price 75 cents.
- KAISERIN AUGUSTA VICTORIA.** For years the most popular white Rose. A pointed long bud of creamy white, opening to a full double Rose of pure white. A good, strong bush and free bloomer.....Price 60 cents.

LADY ALICE STANLEY. A two tone Rose of great strength and size. Outside of petals, coral pink. Inside, silver pink. A fine, strong grower with beautiful foliage. There should be at least one in every garden.

.....Price 60 cents.

LADY ASHTOWN. Deep, shining pink with the popular long, pointed buds. A beautiful Rose and fine for cutting.....Price 60 cents.

LADY MARGARET STEWART. Golden, yellow buds of the popular long pointed shape, shaded with deeper orange at base of petals. This bud opens to a large, full bloom of exquisite apricot grown on a good, strong bush.....Price 75 cents.

LORD CHARLEMONT. Very double, deep crimson buds open to a high centered Rose of deep red. Very fragrant and a good grower.

.....Price 75 cents.

LOS ANGELES. Salmon pink with shadings of yellow. A very strong grower that has been more popular each year since its introduction.

.....Price 60 cents.

LOUISE CATHERINE BRESLAU. A bright, reddish orange flower of large size. Its dark green varnished foliage is very attractive and the flower petals serrated at the edge are most unusual.....Price 75 cents.

LULU. Long, pointed buds of orange scarlet on long, strong stems. These buds, cut and displayed in a slender, tall vase are very striking. Free flowering and a strong grower.....Price 60 cents.

LUXEMBOURG. Yellow, shading to copper at center. Stiff, upright stems, producing large flowers especially valuable for cutting.Price 60 cents.

MARGARET McGREDY. A strong, bushy plant producing constantly large flowers of solid orange vermillion, opening to a large flower. One of our best varieties and very fragrant.....Price 75 cents.

McGREDY'S SCARLET. A companion of the fine Margaret McGredy, this is copper scarlet. Large blooms and a good grower.....Price 75 cents.

MEVROUW G. A. VAN ROSSEM. Buds long and full, of a dark orange and apricot, the bud opening to a large, full flower of golden salmon. A good, strong grower in an unusual new color.....Price 75 cents.

MISS LOLITA ARMOUR. A gold, orange and copper Rose, opening to gold and rose. A remarkable color.....Price 75 cents.

MISS ROWENA THOM. A large bud of deep pink, opening to an immense flower of the same color, shaded slightly to yellow at base of petals. A very strong grower and profuse bloomer.....Price 75 cents.

MME. ALEX. DREUX. A medium size well shaped bud of orange tan. A striking color and a very popular Rose.....Price 75 cents.

MME. BUTTERFLY. The parent plant is the ever popular Ophelia. Strong, beautifully shaped buds of flesh pink, shaded yellow and gold. A strong grower.....Price 60 cents.

MME. EDOUARD HERRIOT. Sparkling buds of a very unusual reddish copper color. In bloom all the time and well worth having..Price 60 cents.

MME. JULES BOUCHE. Buds are well shaped and of medium size. Pure white at outer edge of petals, shading to blush pink at center. A strong grower and free flowering at all seasons.....Price 60 cents.

MRS. AARON WARD. An old but fine variety. Small, tight buds of buff orange opening to flowers of golden tan. A low growing, bushy plant, always in bloom.....Price 60 cents.

MRS. A. R. BARRACLOUGH. Large, warm pink buds, shaded gold. A well formed flower of large size and very showy in the garden...Price 75 cents.

MRS. CHARLES BELL. A shell or light salmon pink version of the popular Pink Radiance. Like Radiance, it is an exceptionally strong grower and bloomer.....Price 60 cents.

MRS. E. P. THOM. A fine shaped pointed bud of canary yellow, opening to a full flower of the same color. This Rose does not fade in the sun light and is one of our most popular clear yellow roses.....Price 75 cents.

MRS. HENRY BOWLES. Ovoid buds and globular flowers of clear piercing pink with lighter shades. Vigorous and free flowering....Price 60 cents.

MRS. HENRY MORSE. A very large, two tone Rose of rose pink and silver. This bush is strong with healthy, dark green foliage and a good, hot weather Rose.....Price 60 cents.

OPHELIA. A popular variety for many years. Long, pointed buds, very well formed, of flesh pink, produced on strong stems. Especially fine for cutting.....Price 60 cents.

OPHELIA GOLDEN. A light yellow version of the well known Ophelia Rose. Well shaped buds of soft yellow, produced on a bush of strong growth.....Price 60 cents.

OPHELIA WHITE. This beautiful Rose is an exact counterpart of the popular Ophelia Rose except for its color, which is a pure, paper white.

.....Price 60 cents.

PADRE. Flaming copper scarlet buds, exceptionally long and pointed. Flowers open semi-double and are produced in great abundance on a strong, hardy bush.....Price 60 cents.

PREMIER. A Rose of good growing habits. A well shaped bud of deep rose pink, opening to a shapely large flower, nice and double. Wonderful fragrance.....Price 60 cents.

PRESIDENT HOOVER. Beautiful, large and well shaped buds of orange, scarlet and yellow, opening to an unusually large bloom of copper tan. An exceptionally strong grower, noted for its long stems and profusion of bloom. This Rose is fine and we especially recommend it..Price 75 cents.

PORTADOWN IVORY. A strong plant, producing freely the beautifully shaped buds of creamy Ivory white. Its purity, grace and beauty almost take your breath away.....Price 75 cents.

QUEEN ALEXANDRA. An unusual color, copper scarlet on inside of petals and yellow on outside.....Price 75 cents.

RADIANCE PINK. A famous Rose known everywhere for its fine growing habits. It will produce blooms under conditions fatal for many other varieties. Large buds of clear, rose pink, rather round in shape, opening to large, double, cup shaped blooms. Excellent for cutting....Price 60 cents.

RADIANCE RED. The exact counterpart of Pink Radiance except color, which is a deep, rose red.....Price 60 cents.

REV. F. PAGE ROBERTS. A large Rose. Its beautiful copper red buds open to golden yellow with flushings of red on outside of petals...Price 75 cents.

ROSLANDIA. Buds of rich, golden yellow and shaped like the famous Ophelia Rose. A good strong grower and free flowering....Price 75 cents.

SENSATION. A strong growing Rose, producing large pointed buds of velvet crimson, opening to a fine, large double rose.....Price 60 cents.

SHOT SILK. Large buds and flowers of coppery rose, flushed and overshot with apricot and yellow. A good, hot weather Rose.....Price 75 cents.

SOUVENIR de CLAUDIUS PERNET. For many years this has been a popular yellow Rose. Well shaped buds of extra size and clear, deep yellow, opening to large blooms that retain their yellow shade even in the hot sun. Foliage light green and very shiny.....Price 60 cents.

SOUVENIR de GEORGES PERNET. A brother of Claudius. The large bud of flaming brick red opens into an immense flower. Bush strong but low growing. Very popular.....Price 60 cents.

SOUVENIR de H. A. VERSCHUREN. A well shaped large bud of light buff yellow produced on a bush of good strength and growth...Price 60 cents.

SUNBURST. Pale yellow shading through deep yellow to orange pink. An old standard yellow Rose that has been popular many years.

.....Price 60 cents.

SWANSDOWN. Large, full, well formed white flowers with huge petals, sometimes yellow at base. A very vigorous grower and a fine new white variety.....Price 75 cents.

TALISMAN. The most popular introduction in years. Red and gold buds opening to scarlet orange and rich yellow. Too much cannot be said of Talisman as a beautiful and constant bloomer. We believe Talisman to be the most prolific bloomer of all the Hybrid Teas and we have sold Talisman in pots during the past summer with 20 blooms and buds on a single plant. We recommend it very highly.....Price 75 cents.

VATERLAND. Large, solid flowers, full of heavy, dark red petals, glowing with coppery tones. Plant is strong, with bronze foliage, leathery and disease resistant.....Price 75 cents.

VILLE DE PARIS. Round buds of brightest yellow, opening to large, full blooms without fading. Plants grow tall and wiry, producing a profusion of fine flowers for cutting.....Price 75 cents.

WILHELM KORDES. Long pointed buds of golden salmon, flushed with crimson scarlet. A strong grower.....Price 75 cents.

WILLOWMERE. A flame pink rose of good form and shape. Very hardy and a good grower.....Price 60 cents.

RUGOSA ROSES

The two varieties we offer are unusual in that they are ever blooming, very thorny and are not subject to the ravages of insect pests. They require no winter protection and we highly recommend them for hedging and for planting in the cemetery.

GROOTENDORST RED. Blooms continually in bright red flowers each resembling a small red carnation.....Price 60 cents.

GROOTENDORST PINK. Same as the red except the color is a deep rose pink.....Price 60 cents.

BABY OR POLYANTHA TYPE ROSES

These Roses are generally low growing type of forms of the rambler type of Rose. They bloom continually, are perfectly hardy and are excellent for bordering Rose gardens or for bedding.

BABY DOLL. Well-shaped buds (which resemble Cecil Brunner's sweetheart Rose) except Baby Doll furnishes clusters of pink and coppery yellow, tipped with Rose. It is very free flowering and very beautiful.

.....Price 60 cents.
CATHERINE ZIEMET. Large clusters of pure white flowers. Very effective to set off other colors of Roses.....Price 60 cents.

CECILE BRUNNER. A miniature hybrid of pink and yellow. Very tiny double bud, sometimes known as The Sweetheart Rose....Price 60 cents.

CHATILLON. Bright pink, semi-double flowers borne in immense clusters during the entire season.....Price 60 cents.

ELLEN POULSEN. Large, compact clusters of bright rosy pink flowers, slightly fragrant, borne very profusely on a dwarf plant, 12 to 18 inches.Price 60 cents.

ERNA TESCHENDORF. Semi-double flowers in large clusters of bright red.Price 60 cents.

GLORIA MUNDI. Brilliant orange-scarlet flowers in great profusion. This is one of the new baby Roses and we think will be one of the most popular.Price 60 cents.

GOLDEN SALMON. Bright orange flowers, large clusters. ..Price 60 cents.

GRUSS AN AACHEN. Orange red and yellow buds opening to salmon yellow flowers. A very effective plant, in bloom continually.Price 60 cents.

IDEAL. One of the most popular of all the Polyantha Roses. Immense clusters of reddish black blooms on a compact plant. In bloom all the time.Price 60 cents.

LAFAYETTE. Large semi-double flowers of striking light crimson which fade very little, open frilled form, blooms very liberally in clusters of forty or more. Very healthy and more than usually attractive....Price 60 cents.

MISS EDITH CAVELL. We recommend this as the best red baby Rose. Blooms very freely. Blooms are brilliant scarlet red. Free growing, symmetrical bush.....Price 60 cents.

Baby Roses are gaining in popularity every year. For borders or low hedges they cannot be beaten, and they also make lovely Rose beds. A trip to the Municipal Rose Garden at Topeka, Kansas, or the display in our gardens will demonstrate the wonderful effects of these Roses.

TREE ROSES

RED, WHITE, YELLOW, PINK. PRICE EACH \$3.00. 2 FOR \$5.00

These exceptional plants are novelties from California. We have sold them for many years. They are grafted on a three and one-half foot stem and are very striking in the Rose garden. This is the first time we are able to offer them at this greatly reduced price.

We offer the following varieties, all strong three-bud trees:

Charles P. Kilham	Joanna Hill	Red Radiance
E. G. Hill	Mrs. Sam McGredy	Souvenir de Claudius Pernet
Etoile de Hollande	Pink Radiance	Sunburst

As our stock is limited, early orders will get choicest plants.

WINTER PROTECTION OF TREE ROSES

Tree Roses may be successfully carried through the winter by digging them up and laying them on the ground, the roots covered with soil and the tops covered, same as Hybrid Tea Roses, with prairie hay. They will not come through the winter unless protected.

OLD FASHIONED YELLOW ROSES

These Roses were quite the thing in Grandmother's Garden, and they require no more attention than the old Elm tree.

HARRISON'S YELLOW. Semi-double bright yellow flowers covering the bushes early in the spring. Perfectly hardy, requiring no protection in the winter.....Price 75 cents.

PERSIAN YELLOW. Double deep golden yellow flowers that bloom late in the spring. Hardy.....Price 75 cents.

HUGONIS. Called the Sacred Rose of China. Very early in the spring, before the foliage appears, the branches are covered thickly with yellow single blossoms. Should be grown as a shrub.....Price 75 cents.

CLIMBING ROSES

The following varieties are all two years old and should bloom the first season planted. The use of climbing Roses around the house is becoming increasingly popular, especially since the new large flowering sorts have been originated.

We also offer three year old climbing Roses in the above varieties at 50 cents per plant extra above prices for 2 year old plants. These three year

old plants are in containers and all have heavy canes 6 to 8 feet long. For immediate effects we strongly recommend them.

PRICE, except when noted, dormant 75c each; planted in containers \$1.00. After April 15th we offer climbing roses only in pots as it is then too late to plant dormant Roses.

NOTE ON CLIMBING ROSES—It will be noticed that we do not offer the old-fashioned rambler type of climbing Rose, they being so susceptible to fungus diseases, and the new varieties we do offer are so far superior to the Rambler type in both growth, foliage, form and color of bloom, that we have no call for the Rambler type once our customers understand the great differences between the two types.

AMERICAN PILLAR. Large clusters of crimson pink flowers, each flower with a large white center. A climber perfectly hardy and of great vigor.

CHAPLIN'S PINK CLIMBER. The same as Paul's Scarlet except for color which is clear deep pink. A new climber and very effective.

CLIMBING AMERICAN BEAUTY. Large double flowers of the famous American Beauty Red. A good grower.

DR. VAN FLEET. The strongest grower of all the climbers. A flesh pink double bud, opening almost white.

MARY WALLACE. Double flowers of flame pink, excellent for cutting. A strong grower.

PAUL'S SCARLET CLIMBER. Up to now the most popular Climbing Rose ever to be introduced. A rich scarlet bloom that dazzles the eye. Blooms in clusters of immense size.

ROSERIE. Large flowers of a beautiful shade of rose pink, borne in clusters on a vigorous plant nearly thornless.

SILVER MOON. Immense single flowers of pure white with yellow centers. An exceptionally strong grower.

JACOTTE. Semi-double flowers of orange copper tinted with reddish yellow. A new climber that is excellent. Needs a burlap sacking protection in winter.

MME. GREGOIRE STAECHELIN. Large delicate pink flowers stained crimson on outside of petals. A new climber that is a dandy.

PRIMROSE. A truly yellow climber, hardy enough for our midwestern winters. Clusters of four to five double flowers of a rich primrose yellow which does not fade. A protection of burlap will insure its coming through the winter.

SCORCHER. A vigorous new climber with beautiful frilled blooms of immense size and scarlet coloring.

EVERBLOOMING CLIMBING ROSES

NEW DAWN. A new sport of Dr. Van Fleet and the first Rose to take advantage of the U. S. Government new plant patent law. A flesh pink and is everblooming. Dormant up to April 15th. Price \$1.50—Doz. \$15.00.

NOTE—In our gardens at Cloverset Farm we have tried out many of the much advertised Hardy Everblooming Climbers. All have been a great disappointment to us except New Dawn which even in its first year starts in early in June to send up its lovely buds and blooms and continues to bloom throughout the entire summer and fall. New Dawn is everblooming and will not disappoint you.

HARDY PERENNIALS OR OLD FASHIONED HARDY GARDEN PLANTS

Our hardy perennials, many varieties of which were grown in our grandmother's garden, are strong two year plants, grown in the ground without protection.

After their selection by the customer, they are dug with a large clump of soil surrounding the roots and each plant wrapped individually. Many of them bloom the entire summer and with reasonable care and normal weather conditions, they will live many years.

With a few exceptions, the price for all varieties is 25 cents per plant. \$2.50 per dozen.

We offer the following sorts:

***AGROSTEMMA.** "Mullein Pink" crimson bloom, gray foliage. Blooms June and July. Height 18 to 24 inches.

***ALYSSUM.** "Basket of Gold." Bright yellow flowers, silver foliage. Blooms April and May. Height 12 inches.

AMPELOPSIS. "Boston Ivy" clings to brick and stone walls. The popular small leaf. 2 year plants, 50 cents each, \$5.00 per dozen.

***ANCHUSA.** "Forget-me-not." Blue flowers resembling the Forget-me-not. Blooms April and May. Height 8 inches.

ANTHEMIS. "Yellow Marguerite." Daisy like flowers of bright yellow. Blooms all summer. Height 18 inches.

AQUILEGIA. "Columbine." Many beautiful colors and color combinations. Blooms April and May. Height 18 to 24 inches.

***ARABIS.** "Rock Cress." Gray, green foliage, white flowers. Blooms April and May. Height 5 inches.

***ARMERIA.** "Bee's Ruby." Brilliant pink. Blooms July. Height 18 to 24 inches.

***AUBRETIA.** Pink and blue hybrids. Blooms April and May. Height 6 inches.

***CAMPANULA CARPATICA.** Blue flowers. Blooms June and July. Height 8 inches.

***CARNATION** "Grenadin." Red and pink. Some double. Blooms May and June. Height 12 inches.

***CENTAUREA**. "Cornflower." Deep blue. Blooms May and June. Height 12 inches.

***CERASTIUM**. "Snow in summer." Gray foliage, white flowers. Blooms April and May. Height 6 inches.

***CHEIRIANTHUS**. "English Wall Flower." Bright orange flowers. Blooms April and May. Height 12 inches.

CHRYSANTHEMUMS. Many fine and new varieties, both large flowering and button sorts. We specialize in Chrysanthemums and our fall showing is well worth seeing. Divisions, 25 cents each. Clumps, 50 cents each. See special list on pages 36 and 37.

COREOPSIS. Large, yellow daisy. Fine for cutting. Blooms all summer if kept cut. Height 24 inches.

***DIANTHUS**. "English Spice Pink." Red, pink and white. Blooms April and May. Height 12 inches.

DELPHINIUM. We offer the giant English strains, as well as the more common sorts. Colors all shades of blue. Blooms all summer. Height 24 to 72 inches.

DIGITALIS. "Foxglove." Many beautiful color combinations. Blooms May and June. Height 18 inches.

***GAILLARDIA**. Orange, brown and yellow daisy like flowers. Blooms all summer. Height 18 inches.

***GRASSES**. Several varieties, some growing 8 ft. high, others low growing. All have plumes in the fall and are suitable for winter bouquets.

***EUPATORIUM**. "Hardy Ageratum." Blue flowers for cutting. Blooms July, August and September. Height 24 inches.

***GEUM**. Orange and yellow. Blooms June and July. Height 12 inches.

GYPHOPHILA. "Baby's Breath." White masses of flowers. Blooms June and July. Height 24 inches.

GYPHOPHILA. "Bristol Fairy." A double Baby's Breath that blooms all summer. Produced from grafts. Each 50 cents.

***HARDY FERNS**. All kinds.

***HEUCHERA**. "Coral Bells." Coral colored, bell shaped flowers. Blooms May and June. Height 18 inches.

HOLLYHOCK. Pink, salmon and red. Double flowers. Blooms June and July. Height 72 inches.

***IBERIS.** "Hardy Candytuft." Pure white masses. Blooms May and June. Height 8 inches.

***LATHYRUS.** "Hardy Sweet Pea." Pink, red and white. A good vine for fences, etc. Blooms all summer.

***LAVANDULA.** "English Sweet Lavender." Lavender flowers. Blooms in June. Height 12 inches.

LIATRIS. "Blazing Star." Purple spikes of flowers. Blooms July and August. Height 48 to 60 inches.

LILY. Lemon, Madonna, Regal, Tiger and Tenuifolium. Lack of space prevents a description of the varieties.

***LINUM.** "Hardy Flax." Sky blue flowers, blooming in June, July and August. Height 18 inches.

LUPINE. Blue and white. Resemble Snapdragon. Blooms June, July and August. Height 30 to 48 inches.

LYCHNIS. Bright scarlet flowers. Blooms June and July. Height 24 inches.

***NEPETA MUSSINI.** Lavender flowers on a ground covering plant. Blooms spring and fall. Height 5 inches.

POPPIES. Mahogany, Red, Dawn, Salmon. "Victoria Louise" Pink. Blooms in May. Height 24 inches.

PENTSTEMON. Scarlet flowers. Blooms July and August. Height 48 inches.

PHLOX. A dozen varieties and colors of the new large flowering dwarf kinds. Blooms in July to November. Height 18 inches.

PLATYCODON. "JAPANESE BALLOON FLOWER." Blue and white. Flowers in May and June. Height 18 inches.

***POLEMONIUM.** Sky blue flowers. Blooms in June, July and August. Height 12 to 18 inches.

***PYRETHRUM.** "Painted Daisy." From white to darkest red. Daisy like flowers. Blooms in May and June. Height 18 inches.

SALVIA. Sky blue. Flowers in August and September. Height 3 to 4 feet.

SCABIOSA. "Pin Cushion Flower." Lilac, blue flowers. Blooms in June to September. Height 24 inches.

***SEMPERVIVUM.** "Hen and Chickens." A number of varieties, interesting and valuable in the Rock Garden.

STATICE. "Sea Lavender." Similar to Baby's Breath except color which is lavender. Blooms in June and July. Height 18 inches.

***STOKESIA.** "Stokes' Aster." A blue flower resembling the annual Aster. Blooms in July to November. Height 12 to 18 inches.

***SWEET WILLIAM.** Many colors of this popular old Perennial. Blooms April, May and June. Height 18 inches.

***SWEET WIVELSFIELD.** A new plant resembling the Sweet William but more hardy and blooms the entire season. Height 18 inches.

***THALICTRUM.** Pure white flowers in May and June. Foliage resembles the Maiden Hair Fern. Height 12 inches.

***TRITOMA.** "Red Hot Poker." Orange, scarlet spikes of bloom in August and September. Height 18 to 24 inches.

VALERIANA. "Garden Heliotrope." Light, pink flowers in June and July. Height 36 inches.

***VERONICA.** Pale blue flowers in June and July. Height 12 inches.

***YUCCA.** "Adam's Needle." Tropical looking plant with flowers of creamy white. Blooms in June and July. Height 48 inches.

*Items marked with star are low growing and are suitable for Rock Gardens.

CLOVERSET GREENHOUSES

Situated on the Nursery at Cloverset Farm are Greenhouses in which a complete line of Spring bedding plants are grown.

Great care is taken that the plants are free from insect pests and disease and our frequent repotting and general care insures a stocky, sturdy plant that is sure to grow for you in box or bed.

Approximately 75 varieties of plants are offered in 3- and 4-inch pots and ranging in price from 50c to \$2.50 per dozen.

THE CLOVERSET NURSERY

Many acres in our Nursery are devoted to the growing of beautiful Evergreens, shade trees, vines, and shrubs of all varieties that do well with us here. While we specialize in Roses, we are able to take care of your Landscape problems. All Cloverset Evergreens and shrubs are growing naturally in our fields. They are given plenty of space and room, are regularly sheared and cultivated and are dug after being selected by the customer. After digging, they are immediately delivered or planted, which insures fresh stock with no danger of loss if properly taken care of.

Prices are based on the size, shape and beauty of the stock and are in keeping with the quality.

A PAGE OF HARDY CHRYSANTHEMUMS

The hardy chrysanthemum is becoming increasingly popular for the hardy garden, and their general decorative value around the home. They are easily cared for, perfectly hardy, and planted in a protected location they will bloom late into the fall when all other plants are asleep for the winter.

Plant Mums in a rich, well drained soil, protected from the north if possible and where they will get at least one half day sunlight. Pinch off the top of the shoots several times during June, July and August, to make the plants bushy, and as they grow larger stake to prevent falling over. At their blooming period a good dressing of Cloverset Rose Grower will make larger blooms.

For those who care to take the trouble exhibition flowers may be produced on the hardy mums by disbudding. As soon as buds set, pinch from each shoot or stem all but the topmost bud. The result will be fewer flowers, of course, but of much greater size.

In the winter after blooms are all gone cut off the tops and cover plants with light covering of prairie hay or strawy manure.

We offer the following varieties all of which have been very popular with our customers here at Cloverset. The prices quoted are for dormant plants in early spring. Later in the season they may be had growing in Cloverset containers at slightly higher prices.

ALADDIN. A very double variety, large and of a rich red bronze color. Holds its full double shape into a full double flower.

.....Each 25 cents, Dozen \$2.50.

BEATRICE. Immense clusters of large double flowers of a rich rosy red, borne on a strong, erect plant.Each 25 cents, Dozen \$2.50.

BESSIE BROWN. A cute little bronze red button Mum that is very popular. About the size of a five cent piece it is very double and blooms in immense clusters.Each 25 cents, Dozen \$2.50.

BRONZE KING. Large deep bronze opening to a shaggy flower of great size.Each 25 cents, Dozen \$2.50.

DAWN. A large well shaped double flower, creamy yellow in color, shading to white as it becomes fully developed.Each 25 cents, Dozen \$2.50.

EVA. Immense clusters of small double flowers of a clear deep pink, growing on semi-dwarf plants.Each 25 cents, Dozen \$2.50.

FERN RIDGE. A very popular dark red flower with a yellow center. Bloom in immense clusters on a strong bush. Each 25 cents, Dozen \$2.50.

FIELD OF SNOW. Pure white double button which after opening takes on shades of deep rose. Each 25 cents, Dozen \$2.50.

FRED PEELE. A very popular pom pom type blooming in clusters of very double, bright yellow flowers edged with scarlet, changing in the fully open flower to a solid deep yellow. Each 25 cents, Dozen \$2.50.

GOLD BOUND. This is beyond question the most beautiful of all the hardy mums. Very large and double, the color is impossible to describe—a mixture of burnt orange and copper. Its outstanding quality is its size, and grown disbudded it will attain the size of a greenhouse mum. It is new.
. Each 50 cents, Dozen \$5.00.

L'ARGENTUILLAS. Very early, large double bronze flowers tipped with yellow. A very popular variety. Each 25 cents, Dozen \$2.50.

LITTLE DOT. A very small compact double flower of bronze red. This is a very popular variety. Each 25 cents, Dozen \$2.50.

MIRIBEAU. The finest large pink mum that we have ever seen. Large, compact double silver pink that is immense when grown disbudded.
. Each 25 cents, Dozen \$2.50.

PINK CUSHION. Called the Azalea mum. A semi-dwarf variety completely covered by its lavender pink flowers at blooming time. A very popular new variety. Each 25 cents, Dozen \$2.50.

POWDER PUFF. A very compact and double flesh pink button mum shading to a deeper pink as the flower develops. Each 25 cents, Dozen \$2.50.

SKIBO. Another popular button mum clear deep yellow with red center shading as the flower develops to a solid yellow orange.
. Each 25 cents, Dozen \$2.50.

SNOW CLAD. A large shaggy pure white, our best white mum.
. Each 25 cents, Dozen \$2.50.

GOLDEN QUEEN. Large double flowers of golden yellow.
. Each 25 cents, Dozen \$2.50.

OUR ROSE SHOWS

Plan to visit our Rose Gardens about June 1st when our Spring Rose Show is in its full glory. You are invited to come and by all means bring your friends. Lighted at night.

ORIENTAL POPPIES

ONE OF OUR SPECIALTIES

No plant to our knowledge will stand more neglect, is freer from disease, will grow and bloom year after year, and will produce such a wonderful sight when in bloom as the Oriental Poppy.

During the last few years great strides have been made in the development and improvement of this very hardy and dependable plant, until now it can be had in many different shades from pure white with maroon blotch at base of petals to dark red with black blotch.

If planted in any sunny location these wonderful Poppies will thrive without any care whatever, and will furnish great quantities of beautiful blooms for years to come. We grow the following sorts:

ORIENTAL POPPIES

ORIENTAL HYBRIDS. Scarlet crimson with black spot on base of petal.
.....Price 25 cents.

BEAUTY OF LIVERMORE. Deep oxblood red with black blots.
.....Price 35 cents.

LULU A. NEELEY. Extra tall, brilliant oxblood red, long period of bloom.
.....Price 50 cents.

MAY SADLER. Salmon pink with black markings. This is the most vigorous grower of all the pink varieties.Price 50 cents.

MRS. PERRY. Orange, apricot. Very vigorous and heavy bloomer.
.....Price 35 cents.

OLYMPIA. The double poppy. Flowers 4 inches in diameter, brilliant, rich flame scarlet, overlaid with glistening, golden salmon.Price 50 cents.

PERRY'S WHITE. White with crimson maroon blotch at base of each petal.
.....Price 50 cents.

The above prices are for dormant roots. During the growing and blooming season we can furnish these plants growing in our Cloverset Plant Containers at an advanced price.

CRAPE MYRTLE

In the southern states Crape Myrtle is known as

GOD'S GIFT TO THE SOUTH

and is one of the most beautiful of all the flowering shrubs. Its leaves are glistening green and very waxy. Its blooms are similar to the large heads of the fall Hydrangea except the petals which are very soft and fluffy and appear to be made of silk crape.

Crape Myrtle in Kansas City begins to bloom in late July when flowers are scarcest, and continues to produce very large heads of lovely blooms during August and September. While Crape Myrtle has been considered not hardy as far north as Kansas City and has not been offered by nurserymen in this vicinity, we have been growing Crape Myrtle in our nursery for the past six years. It sometimes freezes back in the winter but it has always come back better in the following spring. We consider Crape Myrtle hardy in the latitude of Kansas and offer it as our most beautiful hardy shrub.

We grow these Crape Myrtles in our Cloverset Plant Containers and offer them in bloom in July and August as well as dormant in the spring.

We offer fine heavy plants 18 to 24 inches high that will bloom this coming summer in the following colors: white, purple, pink, red, and lavender. Price, dormant up to April 15th, 50 cents each by mail, postpaid.

Planted and growing in containers, weight, about 14 pounds. Each \$1.00

We are so confident of the hardiness of our Crape Myrtle that we agree to replace, free of charge at our nursery, any plant that fails to survive the first winter.

OUR CRAPE MYRTLE SHOW

We invite you and your friends to come to our Crape Myrtle Show about August 1st. Hundreds of these beautiful plants will be in full bloom. Announcement of the show will be found in the Sunday Kansas City Star.

TO OUR FRIENDS IN THE TRADE

As another year rolls around and our catalog and Rose book goes out to our many friends and customers, many will go to our Nurserymen friends and it is to these that this is written.

We especially invite you to visit us anytime during the spring, summer and fall and get acquainted with us and with our modern Cloverset system of selling nursery stock in containers and in full growth and in full bloom.

By our Cloverset system we have built up here in Kansas City the largest Rose business in the Central States selling strictly No. 1 high grade Roses. And we believe that we are the only Nurserymen in this country who have succeeded in extending the selling season through the entire summer.

We also call your attention to the fact that we are the licensed distributors of the Rose "New Dawn," and solicit your business at the regular wholesale prices as set forth by the originator.

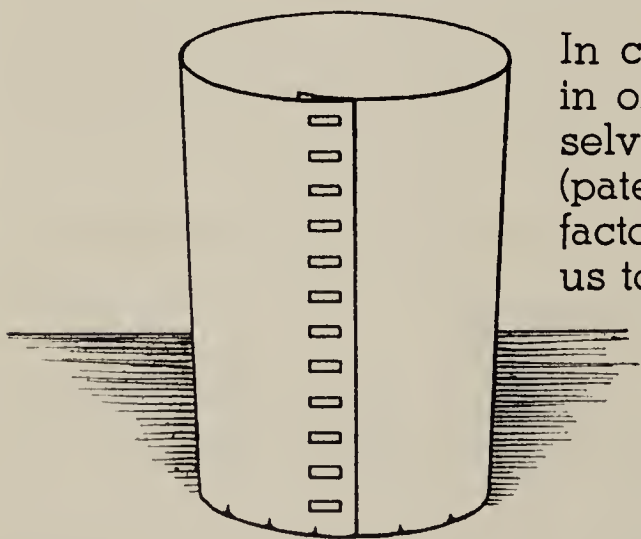
Up to April 1st "New Dawn" will be furnished dormant, after that time, growing in our Cloverset containers at the same price.

After 3 years in our Rose gardens here we believe "New Dawn" to be the greatest of all the climbing Roses. It starts blooming in May and its lovely fragrant pink buds and blooms continue constantly without let up throughout the summer and fall until freezing weather. Besides its everblooming qualities it is also perfectly hardy in our Kansas City climate. It is a fast grower and has all the desirable qualities that could be wanted in an everblooming hardy climbing Rose.

We recommend "New Dawn" as the wonder Rose and solicit your orders and your inquiries.

You are invited to visit us at any time.

OUR NEW POT FACTORY



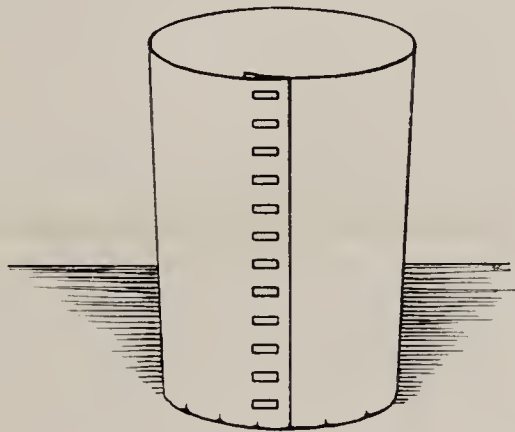
In connection with our nursery business and in order to supply our friends as well as ourselves with our Cloverset Plant Containers (patent applied for) we have a well equipped factory with special machinery which enables us to make these pots in large quantities. This year, 1936, we will use over two car loads of material in making our pots.

We will be pleased to send samples free to any nurseryman or florist interested in our product.

CLOVERSET FLOWER FARM

ERNEST HAYSLER & SON
105th Street & Broadway
KANSAS CITY, MO.

INSTRUCTIONS
for
GROWING ROSES
IN
CLOVERSET
ROSE CONTAINERS



CLOVERSET FLOWER FARM
ERNEST HAYSLER & SON
105th Street & Broadway (Wornall Road)
KANSAS CITY, MO.

GOOD plants, good soil, and a suitable pot or container are the three essentials to good Roses and satisfied customers. A cheap, poor, scrubby Rose plant, in spite of all the care and coaxing it may receive, is still a scrub and never will be anything but a scrub; so, therefore, we emphasize the fact that first of all a good strong No. 1 plant is the key to success in growing and selling roses.

We plant in our Cloverset Rose Containers only No. 1 Rose plants. Our stock comes from Oregon and California. We make up our potting soil a year ahead, making it up in ricks 20 ft. wide and 100 ft. long using successive layers of 2 feet good pasture top soil and 1 foot cow manure until our rick is about 8 feet high. A thorough watering of the finished rick will cause it to burn and settle to about 6 feet high by the following spring. At potting time which, here at Kansas City, is about March 20th, we add to each truck load (about 1½ tons soil) 50 lbs. 5-8-6 Commercial Fertilizer, 10 bushels rotted cow manure and 10 lbs. hydrated lime. It is then run through our soil shredder and ground as fine as possible. Let us add that speed in getting the roses into the containers is the important thing on our minds at this time. We want all our roses in full bloom for our Rose Show about May 20th and our spring rush will soon be upon us. We use 8 potters and 10 helpers and pot up about 2000 per day.

The container is placed on the potting bench, straightened out, care being taken that the bottom tabs are in proper place. Then about 1 inch of soil is placed in the bottom. (We use fire shovels for handling the soil). The Rose plant, which has been cut back to about 6 inches high, is placed in the container with roots as nearly as possible in natural position and more soil shoveled in; meanwhile gently shaking the plant so the soil will fill in around the roots (we use rather dry soil). As the container is filled we tamp the soil very hard with a potting stick made of an old shovel handle, Roses like tight soil. After filling container to within 1 inch of the top, the containers are lifted carefully and placed in flats which in turn are loaded on wagons to go to our cold frames, which are 6 feet wide and 27 feet long. Each frame will hold 500 roses placed closely together. They are then thoroughly soaked, after which they are covered with single thickness burlap blankets 8 feet wide by 30 feet long which we have made here at a cost of \$1.50 each by our bag company.

For the next three weeks, to provide a humid atmosphere and to prevent the drying effects of winds, they are sprayed 4 or 5 times per day, the object being to prevent the tops from shriveling before root action begins.

In about 3 weeks the eyes begin to swell and then the blankets are removed in the day time and put back at night. About April 15th the breaks begin to show green. We then begin to space them by taking some of the roses out of each frame, moving them to our Display Gardens. As our selling season is now on we sell them out of the frames about as fast as we need the room. Spacing is absolutely necessary to produce bushy plants and by constantly moving the plants around, we give them better sunlight, and get a better shaped plant, and, at the same time prevent the plant from rooting into the soil. We try to keep all the roots in the container and never allow any tap roots to develop.

Right now we begin to spray and spraying is kept up once a week and after every heavy rain all during the season as long as the foliage remains green. Spraying is all important and must never be neglected, for when once insects or disease get a good foothold they are hard to control. For lice and leaf eaters we use Clotragard, a rotenone spray that is very effective, and for control of black spot and mildew we use Clotracide, a copper solution. During April, May and June we mix these sprays, using them as a combination spray. After July 1st the lice and leaf eaters are usually gone and we then use Clotracide alone. Neither one of these sprays discolors either the leaf or bloom to any appreciable extent, and both are very effective.

By May 20th our roses are in full bloom and we put on our first Free Rose Show, using large display ads in the Sunday papers. By this time the cheap roses of the department and drug stores are off the market, and from the way our customers talk, 2/3 of them are dried up and dead so we are in a fine position to do some real rose business. By liberal advertising we keep this show going as long as the blooms look good which is usually about 3 weeks. Then while we are waiting for our next crop of blooms we put on our Perennial Show and mention in our ads such other blooming plants as are in their prime blooming condition. Starting about May 10th we also liberally advertise our bedding plants grown in our greenhouses.

As we depend on the blooms to sell the plant we never sell buds or allow anyone to cut blooms off our plants.

Our Roses are watered every morning, the containers being filled to the top and on windy or very hot days we water twice if needed. We never let the plant get dry enough to show any wilt. Every 30 days we feed our roses with some good fertilizer (we use Cloverset Rose Grower 5-8-6) mixing 20 lbs. fertilizer with 2 bushels finely sifted potting soil, filling the containers to the original level. Watering gradually washes the soil from the containers and this feeding again fills them up.

This is the program we follow here at Cloverset Farm, which has enabled us to get 60 cents, 75 cents, and \$1.00 each for 28,000 roses in 1935 while the radio, newspapers, and catalogs, were quoting and offering roses at 3 for 39 cents, 5 for \$1.00, and what not price, and enabled us to make money out of our business. It may seem unnecessary and tedious to you, and

maybe it is, but we believe that all **real beauty** is the result of hard work, and real beauty is certainly one of the main objects of the nursery business.

We believe that in these "Modern Days of More Abundant Life," when every man, woman, and child aspires to, and is being educated to get by without work that the man who will work hard need never fear much competition, and with that idea in mind we put lots of time and trouble in our efforts to produce the finest plants at a reasonable cost, rather than an ordinary plant at a cheap price.

We have reduced our work as much as possible by using machinery to do it wherever possible. For instance, our biggest single job perhaps is spraying. We formerly used 4 men 2 days to go over our gardens. We now use a Myers Portable Sprayer with 2 lines of hose that gives us 250 lbs. pressure and enables 2 men to do the job in one day, and, mind you, we started in in April, 1935, with 30,000 roses to spray.

LET THE PEOPLE KNOW

We maintain two very beautiful Rose Gardens here at our nursery. They contain about 2 acres and are formally laid out with circular paths, fancy beds, dotted with climbing roses an trellises. Specimen evergreens, shrubs and garden pottery, we also have large Rock Gardens and Perennial Gardens. These we maintain as our show windows and in these gardens we hold our Free Shows. In May we hold our first Rose Show, showing the Hybrid Teas as well as early blooming shrubs and perennials.

In June we have our climbers in bloom and our Climbing Rose Show . In July the Crape Myrtle comes along and later our Phlox Show and our Chrysanthemum Show. Big ads in the daily papers, especially on Sunday, will always bring a big crowd and we have found that the bigger the ad the bigger the crowd, and of course the bigger the crowd the bigger

the sales and the bigger the sales the bigger the profits.

Don't be afraid of the cost of your newspaper ads. They will pay for themselves many times over.

We believe that although every market in every line is overrun with cheap shoddy worthless goods that there is a crying demand for finer, better-grown nursery stock and we believe that better stock better displayed means better profits.

As soon as our first crop of Rose blooms become shattered we get ready for our next Rose Show by cutting back all the shattered blooms, cutting them back to leave 2 leaves on the stub. This cutting keeps the plant low and bushy, and induces new low bottom breaks with its new foilage which produces the best blooms and is less susceptible to development of black spot than older foilage.

CLOVERSET FLOWER FARM
ERNEST HAYSLER & SON
Manufacturers of Cloverset Rose Containers
105th Street & Broadway
KANSAS CITY, MO.

Roses Grow Sell Thru

THE subject assigned to me, "Handling Roses and Other Plants in Pots," seems to me to be a subject more appropriate for discussion at a florists' meeting than at a nurserymen's convention, because plants growing in pots have been generally regarded as being part of the florist's business. However, due to the fact that such a large part of the business which rightfully belongs to the nurseryman is now handled by the department and drug stores, who, during the short spring season when we are forced to do the major part of our year's business, offer all kinds of nursery products at prices that will not show a living profit to the nurseryman, and in many cases at prices lower than the nurseryman's cost, my subject is becoming more and more important to the nurseryman.

Much of the nursery stock sold by these department and drug stores is trash, of course, as compared to the stock sent out by the nurseryman. Many of the roses are bench roses, and many other shrubs and plants are very light or are culls as graded by the nurseryman. Does the purchaser know this? I think not. Unfortunately our customers are not familiar with quality or grades, and buy this cheap nursery stock simply because it is advertised as being first class and is offered at such a low price.

You nurserymen know that as soon as the spring planting season arrives these stores sweep down on the nursery business like a lot of buzzards, and take the cream off of the business; and, as is the habit of the buzzard, they fly away only to come back at this same time next year to do the same thing over again leaving the nurseryman only the bones to pick.

Wholesale Growers, Shortsighted

What are we going to do about it to enable the nurseryman to continue in business? We can't legislate these cut-rate stores out of the business, and we can't prevent the wholesale nurseryman from selling his surplus to these stores although it seems to me that common self-interest should prevent the wholesale grower from offering his culls or his

Reprint from The Southern Florist

in Potted Year

In this address, given at the Western Nurseryman's convention in St. Louis, he sold 28,000 roses, unaffected by drug stores, and shows from month to month.

**By Ernest Haysler,
Cloverset Flower Farm,
Kansas City, Missouri**

surplus stock to the stores who advertise it as "first class stock." In my judgment it would be a better proposition for him to burn it.

The poor credit rating of many competent and hardworking nurserymen is due to this mean practice of the wholesale grower. Any wholesaler must know that the first money that comes to the nurseryman must go to the support of his family, and to pay his help. If any money is left after living expenses and labor is paid for, it will probably go to pay his wholesaler for stock. If no money is left after paying this overhead, which cannot be dodged, the wholesaler stands a very poor chance of getting his money. How then can he sell these cut rate stores his stock when he knows that it will be used to cut the throat of the retail nurseryman, the very man on whom he depends upon for at least 75 percent of his business?

So this is the big problem before us if we expect our business to prosper and not peter away like the horse and buggy disappeared from our streets. The only solution of this problem to put our business back in the hands of the legitimate nurseryman appears to me to be:

Selling Season: Includes Summer

First, we must extend our selling season by preparing our goods so they may be sold all through the spring, summer and fall instead of only during a few months in the spring and then again for a few weeks in the fall. If we can do this we can take the big spring rush out of the nursery business which makes the business so attractive to the department and drug stores and compel

& Nurseryman, issue January 24, 1936

he recent convention of
n, Mr. Haysler tells how
st year, at good prices,
re competition! Flower
onth help.

them to consider the nursery business an all-summer business and therefore too spotty to be profitable to them. If this condition could be brought about I believe these stores would discontinue selling nursery stock, and that would mean a living profit for the nurseryman.

Second, we must make such changes in our business as will bring it up to date and in line with modern business methods. Remember this, the nursery business is done today exactly as it was done before the Civil War. Not a change has taken place. We are still offering our customers the same little, apparently dried-up, dormant, naked rose bushes, shrubs and trees just like they were offered 100 years ago; while all around us every other business has undergone a complete revolution in handling and selling methods. Take, for example, the baker who offers his bread already sliced and ready to eat. The grocer who offers his baked pork and beans in tins all ready to eat and the clothier who offers his goods all ready to wear. In every line the effort has been made to furnish the ultimate consumer a completely finished product except in the nursery business which still sticks to the out-of-date plan as mentioned before. If we expect our business to live we must adopt modern ways and furnish our customers with plants, roses and shrubs in bloom and ready to serve the purpose for which they were bought, viz., to beautify the place in which they are to stand.

Inexpensive Paper Pots.

Both of these very important problems have been solved in our business by the development of our Cloverset plant pots which due to the heavy weight of the plants growing in these pots makes them impracticable to be sold by the department and drug stores. Had the evergreen growers

years ago started to sell evergreens with bare roots, that part of our business would now be in the hands of the department and drug stores during planting season; but we have educated our evergreen buyers that an evergreen should always be sold with a ball of soil on the roots. The result of this education is evident as shown by the absence of evergreens in the advertisements of these stores. If we could extend this same reasoning to the other departments of our business and convince our customers that roses and shrubs and all other nursery stock will grow better, bloom better and live longer if moved with a ball of soil (growing them in pots permits us to furnish them with a ball of soil) we will be going a long way to eliminate the unfair competition of these stores.

Our pot was developed by us in our efforts to handle our goods in some way that would be different than the old out-of-date method as generally used by nurserymen, and the results have been so satisfactory that we are using this year over 50,000 of these pots for our own planting requirements. In these pots we grow perennial plants, roses, vines of all kinds, and many varieties of the most popular small shrubs; in fact, about 80 percent of our line of general fast-selling nursery stock is grown, handled and sold in these pots. As our stock grown in these pots is so easily transplanted in the purchaser's garden (simply rip off the pot) we find that most of our customers are willing to take the plant home and plant it themselves, thereby making a cash sale and a completed sale out of what ordinarily would mean a delivery, a C. O. D. collection and perhaps end with our having to plant the item for our customer, free. Growing plants in pots produces a better plant than when grown in the field because we can better control the watering, the fertilizing and the spraying, and by repeated moving of the plant we can develop a much more symmetrical plant that can be grown in the field, and all of this can be done in much less space than is required in field planting.

Flower Shows Aid Sales.

Our selling season begins about March 15 and continues throughout the entire spring, summer and fall, and as the different plants come in bloom we hold our flower shows, first the lilac show, the rose show, crape myrtle show, clematis show, and hydrangea show. Our roses (we sold 28,000 at retail in 1935) are in bloom

all summer, and while we have our first big rose show in late May and early June we cannot, of course, advertise a continuous rose show throughout the entire summer and fall. People would soon tire of that, so we advertise the other shows as the respective plants come in bloom, but roses being our main line our rose gardens are always beautiful and every visitor before leaving has ample opportunity to go through our gardens and they usually go home with at least a few roses in their car, and we enjoy the tinkling of our cash register bell when their money comes in our till.

We believe handling roses and other plants as outlined here offers the only solution to the troubles of the nursery business as it stands today. This new system of handling our goods has been successful in our nursery and I know it will be successful in yours. We, of course, do not recommend the abandonment of the sale of dormant plants in the early spring. We sell about 20 percent of our stock dormant, but we do depend on our potted stock for the main part of our year's profit, because after May 1 we have the business all to ourselves, as by that time discontinued their nursery departments.

The process of potting and growing different kinds of plants and shrubs is essentially the same with perhaps some minor changes of not much consequence, so in dealing with the subject "Handling Roses and Other Plants in Pots" I will tell you in detail how we handle our roses.

Essentials of Success.

Good plants, good soil, and a suitable pot or container are the three essentials to good roses and satisfied customers. A cheap, poor, scrubby rose plant, in spite of all the care and coaxing it may receive, is still a scrub and never will be anything but a scrub; so, therefore, we emphasize the fact that first of all a good strong No. 1 plant is the key to success in growing and selling roses.

We plant in our Cloverset rose pots only No. 1 rose plants. Our stock comes from Oregon and California. We make up our potting soil a year ahead, making it up in ricks 20 ft. wide and 100 ft. long, using successive layers of 2 ft. good pasture top soil and 1 ft. cow manure until our rick is about 8 ft. high. A thorough watering of the finished rick will cause it to burn and settle to about 6 ft. high by the following spring. At potting time, which here in Kansas City is about March 20, we add to

each truck load (about 1½ tons soil) 50 lbs. 5-8-6 commercial fertilizer, 10 bushels rotted cow manure, and 10 lbs. hydrated lime. It is then run through our soil shredder and ground as fine as possible. Let us add that speed in getting the roses into the containers is the important thing on our minds at this time. We want all our roses in full bloom for our rose show about May 20 and our spring rush will soon be upon us. We use 8 potters and 10 helpers and pot up about 2,000 per day.

The pot is placed on the potting bench, straightened out, care being taken that the bottom tabs are in proper place. Then about 1 in. of soil is placed in the bottom. (We use fire shovels for handling the soil). The rose plant, which has been cut back to about 6 in. high, is placed in the container with roots as nearly as possible in natural position and more soil shoveled in; meanwhile gently shaking the plant so the soil will fill in around the roots (we use rather dry soil). As the container is filled we tramp the soil very hard with a potting stick made of an old shovel handle. Roses like tight soil. After filling container to within 1 in. of the top, the containers are lifted carefully and placed in flats which in turn are loaded on wagons to go to our coldframes, which are 6 ft. wide and 27 ft. long. Each frame will hold 500 roses placed closely together. They are then thoroughly soaked, after which they are covered with single thickness burlap blankets 8 ft. wide by 30 ft. long which we have made here at a cost of \$1.50 each by our bag company.

For the next three weeks, to provide a humid atmosphere and to prevent the drying effects of winds they are sprayed 4 or 5 times per day, the object being to prevent the tops from shriveling before root action begins.

Care in Growing of Roses.

In about 3 weeks the eyes begin to swell and then the blankets are removed in the day time and put back at night. About April 15 the breaks begin to show green. We then begin to space them by taking some of the roses out of each frame, moving them to our display gardens. As our selling season is now on we sell them out of the frames about as fast as we need the room. Spacing is absolutely necessary to produce bushy plants and by constantly moving the plants around, we give them better sunlight, and get a better shaped plant, and, at the same time, prevent the plant from rooting into the soil. We try

to keep all the roots in the container and never allow any tap-roots to develop.

Right now we begin to spray, and spraying is kept up once a week and after every heavy rain all during the season as long as the foliage remains green. Spraying is all-important and must never be neglected, for when once insects or disease get a good foothold they are hard to control. For lice and leaf-eaters we use Clotragard, a rotenone spray that is very effective, and for control of black-spot and mildew we use Clo-tracide, a copper solution. During April, May and June we mix these sprays, using them as a combination spray. After July 1 the lice and leaf-eaters are usually gone, and we then use Clotracide alone. Neither one of these sprays discolors either the leaf or bloom to any appreciable extent, and both are very effective.

By May 20 our roses are in full bloom, and we put on our first free rose show, using large display ads in the Sunday papers. By this time the cheap roses of the department and drug stores are off the market, and from the way our customers talk, two-thirds of them are dried up and dead, so we are in a fine position to do some real rose business. By liberal advertising we keep this show going as long as the blooms look good, which is usually about three weeks. Then while we are waiting for our next crop of blooms we put on our perennial show and mention in our ads such other blooming plants as are in their prime blooming condition. Starting about May 10 we also liberally advertise our bedding plants grown in our greenhouses.

As we depend on the blooms to sell the plant we never sell buds or allow anyone to cut blooms off our plants.

Water and Fertilizer.

Our roses are watered every morning, the containers being filled to the top. On windy or very hot days we

water twice if needed. We never let the plant get dry enough to show any wilt. Every 30 days we feed our roses with some good fertilizer (we use Cloverset rose grower 5-8-6, mixing 20 lbs. fertilizer with 2 bushels finely sifted potting soil), filling the containers to the original level. Watering gradually washes the soil from the containers and this feeding again fills them up.

This is the program we follow here at Cloverset Farm, which enabled us to get 60c, 75c and \$1 each for 28,000 roses in 1935, while radio, newspapers and mail-order catalogs were quoting and offering roses at 3 for 39c, 5 for \$1, and what not prices, and enabled us to make money out of our business. It may seem unnecessary and tedious to you, and maybe it is, but we believe that all real beauty is the result of hard work, and real beauty is certainly one of the main objects of the nursery business.

We believe that in these "Modern Days of More Abundant Life," when every man, woman, and child aspires to, and is being educated to get by without work, that the man who will work hard need never fear competition, and with that idea in mind we put lots of time and trouble in our efforts to produce the finest plants at a reasonable cost, rather than an ordinary plant at a cheap price.

We have reduced our work as much as possible by using machinery to do it wherever possible. For instance, our biggest single job perhaps is spraying. We formerly used 4 men 2 days to go over our gardens. We now use a portable sprayer with 2 lines of hose that gives us 250 lbs. pressure and enables 2 men to do the job in one day, and mind you, we started in in April, 1935, with 30,000 roses to spray.

Let the People Know.

We maintain two very beautiful rose gardens here at our nursery.

They contain about 2 acres and are formally laid out with circular paths, fancy beds, dotted with climbing roses and trellises; specimen evergreens, shrubs and garden pottery. We also have large rock gardens and perennial gardens. These we maintain as our show windows and in these gardens we hold our free shows. In May we hold our first rose show, showing the Hybrid Teas as well as early blooming shrubs and perennials.

In June we have our climbers in bloom and our climbing rose show. In July the crape myrtle comes along and later our phlox show and our chrysanthemum show. Big ads in the daily papers, especially on Sunday, will always bring a big crowd, and we have found that the bigger the ad the bigger the crowd; and of course the bigger the crowd the bigger the sales, and the bigger the sales the bigger the profits.

Don't be afraid of the cost of your newspaper ads. They will pay for themselves many times over.

We believe that although every market in every line is overrun with cheap, shoddy worthless goods, that there is a crying demand for finer, better-grown nursery stock, and we believe that better stock better displayed means better profits.

As soon as our first crop of rose blooms become shattered we get ready for our next rose show by cutting back all the shattered blooms, cutting them back to leave 2 leaves on the stub. This cutting keeps the plant low and bushy, and induces new low bottom breaks with its new foliage which produces the best blooms and is less susceptible to development of black-spot than older foliage.

We issue circulars giving full and detailed descriptions and cultural directions for growing our goods in this up-to-date, modern way. These circulars will be sent free on request.

—Cloverset Flower Farm.

This is a Reprint of the story which appeared in the following nursery trade papers. We send it to you, thinking perhaps you overlooked reading it in your Journal. It appeared in the following:

Southern Florist & Nurseryman in issue of January 24th.

Florists' Exchange & Horticultural Trade World in issue of Feb. 1st and 8th.

Florists' Review in issue of January 30th.

American Nurseryman in issue of January 15th.

It is sent to you with our sincere hope that the ideas brought forth by it may be of benefit to you in making your nursery business more profitable to you and your services more satisfactory to your customers.

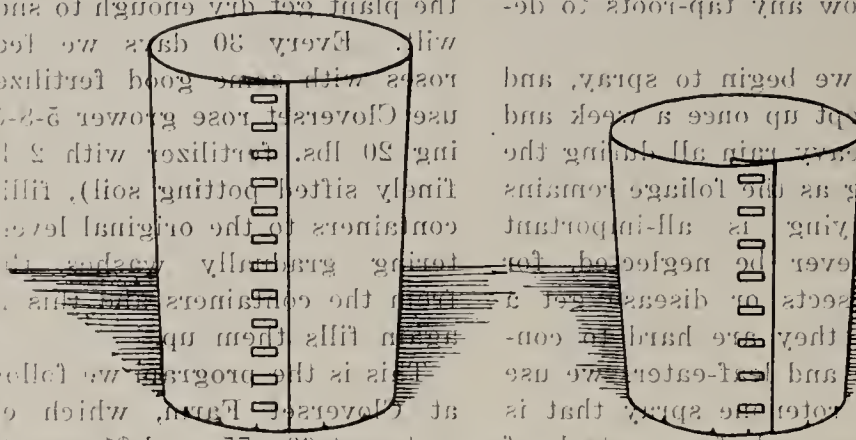
CLOVERSET FLOWER FARM

Ernest Haysler & Son,

105th Street and Broadway,

KANSAS CITY, MISSOURI

Cloverset Pots



CLOVERSET POTS ARE MADE OF ASPHALT IMPREGATED FELT

THEY ARE DURABLE

THEY ARE LIGHT

THEY DO NOT DRY OUT

THEY MAKE THE PLANT LOOK LARGER AND BETTER

LARGE SOIL CAPACITY

THEY ARE CHEAP IN PRICE

THEY MAKE THE NURSERY BUSINESS AN ALL SUMMER BUSINESS

YOU CAN SELL YOUR PLANTS IN BLOOM

THEY ELIMINATE CUT-RATE COMPETITION

SEND US A SAMPLE ORDER. Give them a trial and you will always use them.

Cloverset Pots are not made in small sizes under 6 inches. They are designed for growing Roses and other nursery plants out doors and for plants that require larger soil capacity to properly develop than can be supplied by the ordinary clay pots.

WE MANUFACTURE THEM IN THE FOLLOWING SIZES:

No. 1—Perennial Pots, diameter at top 6 inches, diameter at bottom 5½ inches, depth 6 inches, soil capacity 9 lbs., weight per hundred 50 lbs., packed 100 in carton.

Price per 100—\$4.00, per 1000—\$35.00, per 5000—\$150.00.

This pot we use for Perennials, Lilies, and small vines.

No. 2—Rose and Shrubbery Pots, diameter at top 7 inches, diameter at bottom 6½ inches, depth 9 inches, soil capacity 12 lbs., weight per hundred—63 lbs., packed 100 in carton.

Price per 100—\$5.00, per 1000—\$45.00, per 5000—\$187.50.

This is the size pot we use for Roses, all kinds of shrubbery, vines—such as Honeysuckles, Wisteria, etc. and for flowering trees and fruit trees. These pots have same capacity as 9 inch clay pots and while they have sufficient capacity to accommodate the roots of any No. 1 Rose plant and nearly any shrub (18 to 24 in. is the size we use.) They are light enough to be quickly and easily handled. This spring, 1936, we will use 40,000 of them for Roses and 10,000 of them for large Perennials, vines and for plants that can easily be sold but cannot be moved when in bloom, such as Blue Bells, Poppies, and many other hardy plants that do not stand digging during hot weather. Our Mums for our Fall Mum Show will be planted in these pots this spring and will be grown in them all summer for fall sales.

No. 3—Transplanting Pots, diameter at top 8 inches, diameter at bottom 7½ inches, depth 9 inches, soil capacity 20 lbs., weight per hundred—85 lbs., packed 100 in carton.

Price per hundred—\$5.50, per 1000—\$50.00, per 5000—\$225.00.

This pot is used for transplanting the second year those plants that are carried over from the previous year, and are used mostly for our climbing Roses which during the first summer in the No. 2 pots grow canes 8 to 10 feet long. These roses in the winter are buried, roots, tops and all in our frames and covered with soil and the following spring are transplanted, without breaking the ball of soil, into these large transplanting pots and they are then three year old plants and we get 50c extra over the two year old price of the summer before. They hold 20 lbs. of soil and are not necessary for use the first year, as the extra weight makes them too expensive to handle. We also use them for such shrubs as are too large to go into the No. 2 Pots.

All Prices are F. O. B. Kansas City, Mo.

Our Cloverset Pots take second class freight rate. You can get the rate from Kansas City to your city from your local freight agent and we will be glad to get the rate for you. Your inquiries for information on the use of these pots is solicited.

IN CONCLUSION:

Growing our Roses and other nursery stock and offering it for sale in full foliage, and in full bloom, all through the spring, summer and fall, has been our salvation during the past seven years and has enabled us to increase our business every year. What they done for us they will do for you.

Send us an order for our pots, give them a trial. Bring your nursery business up to date by using our modern Cloverset system of growing and selling Roses and other nursery stock.

CLOVERSET FLOWER FARM, 105th Street and Broadway, Kansas City, Mo.

